

WISCONSIN'S FY15 ANNUAL REPORT ON ECONOMIC DEVELOPMENT



WISCONSIN ECONOMIC
DEVELOPMENT CORPORATION



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CONTRIBUTING WISCONSIN AGENCIES

Wisconsin Economic Development Corporation (WEDC)
Department of Administration (DOA)
Department of Agriculture, Trade and Consumer Protection (DATCP)
Wisconsin Housing and Economic Development Authority (WHEDA)

Department of Tourism (Tourism)
Department of Transportation (DOT)
Department of Workforce Development (DWD)
University of Wisconsin System (UW-System)
Wisconsin Technical College System (WTCS)

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ABOUT THIS REPORT

The purpose of this Annual Report on Economic Development is to provide objective data to assist policymakers and other interested stakeholders in evaluating the effectiveness of the Wisconsin Economic Development Corporation's (WEDC's) and other Wisconsin state agencies' economic development programs. The origin of this report is 2007 Wisconsin Act 125. Recognizing the importance of measuring the success of programs deploying taxpayer resources, the Legislature crafted Act 125 to require specified state agencies to report annually by October 1 on the economic development programs they administered during the prior fiscal year.

The agencies that participated in this Fiscal Year 2015 (FY15) report are WEDC, the Department of Administration, the Department of Agriculture, Trade, and Consumer Protection, the Department of Transportation, the Department of Tourism, the Department of Workforce Development, the Wisconsin Housing and Economic Development Authority, the Wisconsin Technical College System, and the University of Wisconsin System. WEDC, as the state's lead economic development organization, works with each of these agencies to appropriately identify their economic development programs as defined by state statute and to report on those programs' performance goals.

This Annual Report on Economic Development includes a section devoted to each agency's economic development programs. For FY15, each agency was required to provide the following information about their economic development programs:

- A description of the program;
- The location of each job created or retained;
- The industry classification of each job created or retained;
- A comparison of expected and actual program outcomes;
- The number of grants made under the program;
- The number of loans made under the program;
- The amount of each grant and loan made under the program;
- The recipient of each grant and loan made under the program;
- The total amount of tax benefits allocated, and each recipient of a tax benefit verified to the Department of Revenue, under the program; and
- Any recommended changes to the program.

Agencies submit this information to WEDC for compilation and publication. This year, agencies were able to submit their program information using an online portal, creating a more streamlined process. The award-level information for each agency is included in the online awards management system at InWisconsin.com/impact.

This collaborative approach makes reporting on the state's economic development programs more comprehensive, transparent and accountable to the public.

WEDC is continuously looking for ways to improve this report and its online components as evaluative tools. Added this year to the online Impact Map, which provides a visual representation of each participating organization's financial awards, is an accounting of WEDC's pass-through investments—funds given to organizations that pass them along to companies in their service area through grants or loans. The map now also includes website links for partner organizations as well, an improvement that helps raise the profile of these entities and their work.

HOW TO READ THE ECONOMIC DEVELOPMENT PROGRAM SUMMARIES

Each agency includes summaries of its economic development programs. These summaries include information listed below with definitions for reference:

STATUS – Active or inactive.

INCEPTION – Indicates either the incepting act, if the program was created by state or federal law, or the fiscal year the program was launched.

PROGRAM GOAL – High-level description of the program's intended purpose, policy goal, or objective.

PROGRAM DESCRIPTION – A description of the program that includes all of the following, if applicable: the type of entity the program serves; the type of assistance the program offers; the funding source; and the target industry, area, or population.

ELIGIBILITY REQUIREMENTS – Type of organization or activities eligible for award under the program as well as stipulations relating to program requirements and qualifying uses of funds.

INCENTIVES AND AVAILABLE FUNDING – The total program budget for the fiscal year as well as the terms applicable to certain awards under the program.

EXPECTED OUTCOMES – The agency's goal for the program for the fiscal year.

PROGRAM ACTIVITY – A report of the actual outcomes resulting from the program during the fiscal year. For example, in cases of WEDC's direct funding, this information is presented in tabular form to reflect the continuum of WEDC's award process—including contracts resulting from prior year commitments as well as those signed in the current fiscal year. Award amounts and leverage ratio data is provided for each category along with a total that can be compared to the Expected Outcomes for the program. In some cases, additional contextual information relating to program performance is provided.

RECOMMENDED CHANGES – Changes to program specifications that are being considered.



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WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

EXECUTIVE SUMMARY

The Wisconsin Economic Development Corporation (WEDC) works collaboratively with economic development partner organizations, educational institutions and other government agencies to advance our shared mission of helping businesses and communities in Wisconsin take advantage of new opportunities for growth and job creation through innovative, market-driven programs. This report details the outcomes these programs achieved in fiscal year 2015 (FY15). This report includes data compiled from WEDC and our partners, thus painting a comprehensive picture of economic development efforts across the state. In addition to the data that follows, we wish to call your attention to a few highlights from the successes of WEDC's own programs.

DIVISION OF BUSINESS AND INDUSTRY DEVELOPMENT

After just 18 months of operation, the Global Water Center in Milwaukee reached full capacity. Investment in the surrounding neighborhood continues, including a \$1 million Idle Industrial Sites Redevelopment Grant for the adjacent Reed Street Yards property, ultimately expected to house more than 1 million square feet of space. This grant will be used to help prepare the 17-acre site for a mixed-use urban office, educational, research and technology complex focused on the water sector. Investment in the surrounding area has surged since development of the Global Water Center began, increasing by \$36.5 million in 2013, by another \$91.9 million in 2014, and by another \$60.7 million in calendar 2015, for a total of \$211.6 million investment in the Water Technology District since 2010. Initial public investment has been matched with private funds, and private investment is expected to continue to grow, thus further solidifying Milwaukee's already well-established role as a global hub for water technology.

In addition, in FY15 the Mid-West Energy Research Consortium (M-WERC) launched the Energy Innovation Center (EIC) with support from WEDC. Also located in Milwaukee, this center will serve as a collaborative space where industry and academic scientists, engineers and business leaders come together to conduct joint research, jump-start innovative technologies, transition prototype products to the commercial stage and nurture startups.

WEDC also provided support for the second phase of Scale Up Milwaukee, which targets established small to midsize enterprises with rapid growth potential. The organization has begun the selection process for the next round of Scalerator, a six-month training program that primes businesses for growth and connects them with investors, banks and other partners and service providers for their ventures. The program had graduated more than two dozen companies by the end of FY15, with an average expected 2015 growth rate of 46 percent for the most recent class of graduating companies.

DIVISION OF ECONOMIC AND COMMUNITY DEVELOPMENT

This division administers the majority of WEDC's programs, and acts as the primary liaison to more than 600 economic development partners around the state. WEDC's business attraction projects resulted in \$188 million of new investment into Wisconsin in FY15—including, notably, a \$55 million dollar expansion of Agropur's feta cheese operations in Weyauwega and Pratt Industries' new corrugated box manufacturing facility in Beloit.

The Connect Communities Program continued its expansion, growing to a total of 36 communities that benefit from networking, training and technical support for downtown development. One new Wisconsin Main Street Community—La Crosse—was added, bringing the total number of Main Street communities to 36. The division staff also established strong relationships with private sector professional service providers and economic development partners, making 119 presentations to accountants, attorneys, bankers, real estate professionals and economic development organizations, helping to promote the wide range of programs and initiatives WEDC offers for entrepreneurs, business owners and communities throughout the state.

DIVISION OF ENTREPRENEURSHIP AND INNOVATION

WEDC helps early-stage companies attract investment capital through its highly successful Qualified New Business Venture (QNBV) Program. The 25 new companies certified for the program in FY15 bring the total number of companies currently certified to 167. \$51.1 million in qualifying investments were made into participating companies, and QNBV-certified companies attracted an additional \$123.1 million in outside investment during calendar year 2014. To support Wisconsin's startups and expedite growth potential, WEDC launched the SBIR/STTR Matching Grant Program ("SBIR Advance") to fill critical funding gaps for activities that are restricted under federal awards, such as market research, customer validation, patent development and regulatory assessment. This program, part of WEDC's Start. Seed. Scale. (S3) initiative, is offered through UW-Extension's Center for Technology Commercialization.

Through the Seed Accelerator Program, WEDC offers support to the expanding statewide network of startup accelerators: industry-focused accelerators developing innovative startups in water technology (The BREW), energy, power and control (WERCBench Labs) and food and beverage (FaBCap); community-focused accelerators such as Launch Box in Racine; and university-based accelerators such as the Alta Resources Center for Entrepreneurship and Innovation at UW-Oshkosh.

DIVISION OF INTERNATIONAL BUSINESS DEVELOPMENT

WEDC laid the groundwork in FY15 to expand its Global Network of authorized trade representation for Wisconsin companies from the current 54 countries to 79, providing assistance to Wisconsin companies seeking to reach an even wider array of markets around the world with their products and services. Also during FY15, WEDC led successful trade missions and ventures to destinations including Poland, the Czech Republic, Turkey, the United Kingdom, Germany, Spain, France and Canada, with approximately 350 businesses reached. As a result, Wisconsin companies connected with local partners to get their products and services in foreign markets, and several promising leads were generated for foreign direct investment into Wisconsin.

During the fiscal year, 13 companies completed the ExporTech™ Program. Administered by the Wisconsin Manufacturing Extension Partnership and the UW-Stout Manufacturing Outreach Center, the program has graduated 100 companies in all. The program helps companies grow their exports and achieve excellence in exporting, and in 2015 an ExporTech graduate company, Gamber-Johnson, received the Governor's Export Achievement Award. During the fiscal year, 17 ExporTech graduate companies that were surveyed reported \$13.4 million in total impact. ExporTech alumni reported that 60 jobs were created or retained in FY15 as a result of the program.

In further support of Wisconsin companies' export growth, WEDC provided grants to partner organizations including BioForward; UW-River Falls; the Wisconsin Department of Agriculture, Trade and Consumer Protection; and the Metropolitan Milwaukee Association of Commerce to pursue business opportunities around the world.

ANNUAL REPORT ENHANCEMENTS

WEDC remains committed to transparency in reporting on our investments and their outcomes, as well as gathering and making available data on economic development and the business environment throughout the state. With this year's report, we have reaffirmed this commitment by adding to the online Impact Map an accounting of WEDC's pass-through awards—funds given to organizations that then pass them along to companies in their service area through grants or loans. The map, which can be found at InWisconsin.com/impact, now also includes website links for partner organizations, an improvement that helps raise the profile of our partners and ultimately helps create a statewide integrated network for economic development.

WEDC's mission is to foster and support economic growth. We are pleased that this commitment was recognized by Area Development magazine, a leading national publication covering site selection and facility planning that in 2015 gave WEDC the Silver Shovel Award for excellence in economic development. We are only able to accomplish what we do in collaboration with our partners. We thank them for all they do to help move Wisconsin forward.

MEASURING ECONOMIC DEVELOPMENT SUCCESS

WEDC is the state's lead economic development organization. As such, the organization develops and deploys tools and resources to help businesses and communities in Wisconsin thrive. By promoting an environment in Wisconsin conducive to new and expanding enterprises, WEDC plays a direct role in advancing the state's economy.

It is important to understand that developing and maintaining a positive business climate requires focused attention on all facets of the state's economic output. That is why WEDC contracts often provide incentives to companies not only to create and retain jobs, but to make capital investments, provide employee training and purchase goods from other Wisconsin companies. A key component of WEDC's success is the alignment between the organization's programs and the critical drivers of the state's economy.



WEDC leverages the expertise of organizations throughout the state whose work complements its own. By investing in partner organizations with a proven track record of success—from regional economic development organizations with a firm understanding of local conditions to highly-specialized industry experts such as the Wisconsin Manufacturing Extension Partnership—WEDC increases the economic development impact of the funds it deploys (see p. 17 for more information on WEDC’s key strategic partners). Partner investments include contracted business assistance services not provided by WEDC as well as strategic support for small business assistance operations throughout the state. In addition, WEDC provides information, tools and resources to the state’s network of more than 600 organizations dedicated to regional and local economic development.

DELIBERATIVE DECISION MAKING

WEDC’s disciplined investment process involves numerous stages, including careful review of procedures, after which successful applicants receive a letter of intent. At this point, WEDC regards the funds as “committed” for budgeting purposes. Following this stage, a legal contract needs to be drafted and signed by WEDC and the awardee, a process that varies in duration depending on a number of factors.



While the vast majority of WEDC commitments result in signed contracts, not all awards reach this stage. In order to appropriately capture its pipeline of contract activity, WEDC reports on awards at both stages of the process—commitments made and contracts signed.

Many of the deliverables for projects that reach the contracting stage are completed over three to five years on average. So, for example, if a company agrees to create 100 jobs over a five year period, WEDC reports those jobs as impacted in the year the contract is signed. Subsequently, WEDC monitors contract fulfillment and receives regular reports from companies receiving awards. These reports include job and other performance data that WEDC uses to track contract compliance and to gauge overall program effectiveness. The company's progress toward its contractual obligations is reported online in WEDC's searchable database of awards at www.InWisconsin.com/impact.

WEDC combines investment outcome information with market data and feedback from businesses and economic development partners to perform a comprehensive program analysis on a regular basis.

INTEGRATED SOLUTIONS

WEDC employs a variety of measures to gauge the effects of its economic development investments. WEDC's work ranges from helping fund new high-tech startup businesses to increasing the competitive advantage of targeted industries and assisting companies in their efforts to reach new international markets.

In FY15, WEDC and its key strategic partners (see p. 17) provided financial and operational assistance to 5,244 businesses and 103 communities.

Recipient	WEDC	Key Strategic Partners	Total	FY15 Goal
Businesses	591	4,654	5,244	2,233
Communities	103	–	103	152

FINANCIAL AWARDS

The types and amounts of WEDC's FY15 contracted financial awards are listed below, along with the leverage ratio achieved for each award type. Details of these contracted awards can be found in the online database at www.InWisconsin.com/impact.

WEDC PROGRAM ACTIVITY			
Award Type	# of Awards	Award Amount	Leverage Ratio
Bonds	7	\$40,470,000	N/A
Grants	149	\$21,498,031	11:1
Investor Credits	32	\$17,848,750	4:1
Loans	34	\$18,138,690	10:1
Tax Credits	129	\$147,709,037	9:1
Total	351	\$245,664,508	9:1

DIRECT JOB IMPACT

In many of WEDC’s financial assistance contracts with businesses is a job impact measurement. This data point captures the effect of WEDC’s investment on current and future jobs in the state resulting directly from the project in question. In some cases, companies are able to hire new employees as the result of WEDC assistance. In other cases, companies are able to retain existing employees by either strengthening their operations or maintaining their presence in the state. In both of these scenarios, WEDC and the company under contract project the number of jobs that will be either created or retained as a direct result of the investment. That job impact number is recorded in the contract and the award is contingent upon its attainment.

Of course, it takes time—sometimes years—for the positive direct effects of a WEDC investment to be realized. The issue, then, is when are the jobs in question actually impacted? And when do they get counted? WEDC reports the total impact of the jobs in the year the contract is executed, and tracks performance progress to that impact goal throughout the life of the project.

The FY15 direct job impact data for WEDC’s programs designed to create or retain jobs in the state is given below:

IMPACTING JOBS				
Year	Jobs to be Created	Jobs to be Retained	Total Jobs Impacted*	FY15 Goal
FY15	7,496	19,326	26,822	23,390

* Jobs impacted totals are derived from contracts executed between July 1, 2014 and June 30, 2015. These include executed contracts from both current and previous year commitments. Jobs impacted for commitments not yet contracted at current fiscal year end are not included in these figures.

DIRECT CAPITAL INVESTMENT

When a company spends millions of dollars on an expansion project, much of that money is pumped into the local economy through the direct purchasing of contractor. These investments increase Wisconsin’s competitiveness for additional new business attraction. In short, a successful business nourishes other businesses.

In FY15, WEDC invested in contracted projects that will result in over **\$1.2 billion** in capital investments in Wisconsin.

LAYING ROOTS

WEDC recognizes that the assessment of economic development investments does not end with the jobs produced or capital investment made as a direct result of a single project. The challenge is to capture the full benefit of such investments once deployed. The construction of a new manufacturing facility, for example, yields not only new jobs created by the company in question, but also construction jobs and contractor services related to the building itself; new vendor relationships within the community; and new or strengthened retail opportunities to serve the growing workforce.

To capture the outward germination of its seed investments, WEDC is introducing two new measures with this year’s Annual Report on Economic Development:

Jobs Multiplier – A number that projects how an increase in jobs in one industry will create offshoots in other industries. The multiplier also indicates how significant a particular industry is for job creation in an area. For example, in an industry with a jobs multiplier of four, an increase of 100 jobs may lead to a total change of 400 jobs (4 x 100 = 400). The estimated total jobs created includes the original direct 100 jobs and an additional 300 jobs created indirectly.

State Return on Investment (ROI) – A five-year estimate of additional state income taxes paid as a result of an increase in employment. As new jobs are created and employees are added to a company’s payroll, this increase in the workforce generates additional income tax revenue for the state. In addition, the ROI estimate captures the projected increase in state income tax revenue resulting from the number of jobs created indirectly by the multiplier effect throughout a region.

Together, these measures provide a holistic accounting of the potential economic development benefits of WEDC’s financial investments. WEDC refers to the process of capturing this data as “Forward Forecasting.”

WEDC conducts this analysis on five programs in which job impact serves as a primary deliverable. These programs include the Business Opportunity Loan Fund; Economic Development Tax Credit; Jobs Tax Credit; Enterprise Zone Tax Credit; and Development Opportunity Zone Tax Credit. For projects in each of these programs, WEDC generates a Jobs Multiplier estimate using industry-standard input-output (I-O) modeling software. This tool allows WEDC to create projections that can be applied to specific industry outcomes within a defined regional economy. The software utilizes widely accepted economic principles, analyzing supply chain networks and the latest data from a variety of trusted sources, including official United States labor market data. WEDC uses this information to create a regional economic development projection that demonstrates the potential localized effects of the project.

The State ROI measure projects the additional revenue the State of Wisconsin will derive from state income taxes associated with both the direct jobs and indirect jobs resulting from each WEDC financial investment.

For the 89 projects involving WEDC financial assistance in FY15, Forward Forecasting predicts the following:

FY15 FORWARD FORECAST			
CATEGORY	DIRECT	INDIRECT	TOTAL
JOB	6,595	5,817	12,412
INCOME TAXES	\$88,743,960	\$55,861,741	\$144,605,702

WEDC will continue to refine its methods for calculating the full economic development benefits of its financial investments with a goal of adding components of this forward forecasting approach to its annual key performance indicator tracking.

KEY STRATEGIC PARTNERS

WEDC's success draws upon the combined strength of an innovative strategy and strong relationships with an extremely capable economic development community in Wisconsin. To foster that community, WEDC invests in key strategic partners with specialized skills and a proven track record of success. Their work contributes significantly to the outcomes recorded in this report.

The following key strategic partners are organizations uniquely positioned to help WEDC meet its strategic goals. By leveraging the existing services and subject matter expertise of these partners, WEDC increases the economic development impact of the funds we deploy.

REGIONAL ECONOMIC DEVELOPMENT ORGANIZATIONS (REDOS)-\$900,000

WEDC funds administrative and marketing activities for nine Wisconsin REDOs: 7 Rivers Alliance, Centergy, Grow North, MadREP, Milwaukee 7, Momentum West, New North, Prosperity Southwest and Visions Northwest. Wisconsin statute § 238.135 requires WEDC to award annual grants to assist with the marketing activities of the state's REDOs.

While each REDO is organized differently to meet the needs of its respective communities, they all demonstrate regional collaboration with county economic development organizations; municipal economic development organizations; regional planning commissions; workforce development representatives; educators; and private sector stakeholders.

WEDC works closely with the REDOs around the state to facilitate communication and coordinate support for local businesses and communities. Examples of such cooperation over the past year include the following:

- Developing and implementing an intensive business retention and expansion program to assess the business climate of a particular region
- Engaging, educating and leveraging the local economic development partners within each region
- Promoting the regions and the state to business decision makers, site selectors, developers, brokers and commercial real estate executives, as well as domestic and foreign investors
- Hosting regional familiarization tours with representatives of the Site Selectors Guild
- Aligning regional branding with WEDC for a consistent, cohesive message
- Building the framework for best-practice business attraction and commercial development policies for more rural regions of Wisconsin
- Small business, startup and entrepreneur resource mapping, incubator development and support, and technical assistance
- Targeted industry cluster development and strategizing
- Rural economic development initiatives (e.g., broadband)
- Coordinating with WEDC and their partners to ensure Wisconsin's presence at trade shows, including the Hannover Messe Fair in Germany, the Milwaukee World Trade Association Conference, and World Dairy Expo in Madison
- State participation in the U.S. Economic Development Administration's America's Competitiveness Exchange (ACE), including high-ranking officials from Latin America, Canada and Georgia touring Wisconsin as a top location for innovation, technology transfer and public-private collaboration

- Developing programs that work with K-12 schools to educate teachers, administrators, parents and students on the opportunities that exist in manufacturing, as well as working with manufacturers to identify their best practices for employee retention, worker recruitment and productivity advancement

In addition, the Regional Leadership Council and REDOs identified key initiatives that could be deployed throughout the state in coordination with, and in advancement of, shared goals and strategies with WEDC.

WISCONSIN MANUFACTURING EXTENSION PARTNERSHIP (WMEP) - \$1,000,000

WMEP provides advisory and implementation services to Wisconsin small and midsize manufacturers in Eastern Wisconsin to implement Next Generation Manufacturing Strategies. In FY15, WMEP reached 556 companies with services resulting in \$13.7 million in cost savings; \$72.6 million in new sales; \$129 million in retained sales; 184 jobs created; and 622 jobs retained.

UW-STOUT/NORTHWEST WISCONSIN MANUFACTURING OUTREACH CENTER (MOC) - \$250,000

MOC, a resource within the Discovery Center at UW-Stout, provides advisory and implementation services to Wisconsin small and midsize manufacturers in western Wisconsin to implement Next Generation Manufacturing Strategies. In FY15, MOC reached 215 companies with services resulting in \$3.8 million in cost savings; \$2.5 million in investment in property and equipment; over \$3 million in new sales; \$900,000 in retained sales; 22 jobs created; and 28 jobs retained.

WISCONSIN PROCUREMENT INSTITUTE (WPI) - \$305,000

WPI helps companies sell products and services to federal, state and local agencies as well as prime contractors. WPI navigates the government procurement process for small firms and helps them develop competitive processes and technical capabilities to earn federal contracts. In FY15, WPI provided impactful assistance to 1,921 unique companies, helping them obtain \$741 million in federal contracts, resulting in 266 jobs created and 1,189 retained.

CENTER FOR TECHNOLOGY COMMERCIALIZATION (CTC) - \$540,000

CTC services delivered by staff and a statewide network of partners include review and analysis of business models and commercialization plans; advice concerning patent, trademark and copyright issues; and assistance to businesses in obtaining federal SBIR/STTR grants. In FY15, CTC provided counseling to 211 distinct business clients, activity which assisted in the creation of 27 new jobs and the retention of an additional seven. Note: In addition to this one-on-one assistance, CTC provides significant, in-depth consultation to numerous other businesses in its administration of WEDC's Entrepreneurial Micro-grant Program, SBIR/STTR Matching Grant Program, and the Ideadvance Seed Fund, which is supported through WEDC's Capital Catalyst Program. Outcomes of those activities are included within the respective program listings in this report.

WISCONSIN WOMEN'S BUSINESS INITIATIVE CORPORATION (WWBIC) - \$350,000

WWBIC provides small business owners and aspiring entrepreneurs with an array of educational programming, individual consulting and micro-loan assistance. In FY15, WWBIC provided 1,581 clients with impactful counseling services totaling over seven hours each. WWBIC's micro-loan program provided nearly \$5.6 million in loan financing to small businesses, including 49 startups. Of the total loan amount, over \$1.1 million served businesses in rural Wisconsin. WWBIC's assistance is expected to facilitate the creation of 253 new jobs and the retention of 353 positions.

WISCONSIN TECHNOLOGY COUNCIL (WTC) - \$310,000

WTC contributes to the state's high-tech and entrepreneurial economy through its policy work, hands-on work with investors and companies, educational forums and networking events. In F Y15, key WTC events included the Wisconsin Entrepreneurs' Conference and Early Stage Symposium, at which a combined 1100 attendees represented over 300 businesses, as well as investors, service providers and other professionals. In addition, the Wisconsin Technology Summit facilitated 175 meetings between 53 emerging companies and 16 major Wisconsin firms to explore potential partnerships. WTC's Wisconsin Innovation Network led "Entrepreneurs'/Investors' Edge" events throughout the year, including its "boot camp" for entrants in the annual Governor's Business Plan Contest, which drew 237 distinct businesses.

Through the Wisconsin Angel Network housed within WTC, the organization held six educational seminars for angel investors throughout Wisconsin and is assisting ongoing efforts to develop additional angel investment groups in the state. WTC/WAN leadership met with more than 100 distinct companies to navigate channels for accessing investment capital.

BRIGHTSTAR WISCONSIN FOUNDATION - \$300,000

BrightStar is a 501(c)(3)-designated nonprofit foundation that manages an equity investment fund capitalized by private donations. BrightStar invests primarily in technology-based, high growth early-stage businesses to facilitate job creation and increase economic activity statewide. In F Y15, BrightStar made 17 investments totaling over \$2 million in 15 early-stage companies.

GLOBAL NETWORK OF WEDC'S AUTHORIZED TRADE REPRESENTATIVES (ATRS) - \$340,000

WEDC has ATRs located in high-volume and high-growth-potential markets for Wisconsin companies. In FY15, the Global Network covered 54 countries and consisted of 14 independent contractors, seven of which were under an umbrella contract managed by the Council of Great Lakes Governors (CGLG). In F Y15, the Global Network provided 281 in-country assistances to 155 Wisconsin companies.

WEDC also works closely with a strong network of economic development partners that include regional planning commissions; regional and local economic development entities; state and federal agencies; industry groups and chambers of commerce. WEDC has formalized its collaboration with the University of Wisconsin System to align the economic development resources contained within our state universities. Such business development cooperation is intended to spur business growth throughout the state for years to come.

TARGETED INDUSTRY PROJECTS

STATUS

- Active

INCEPTION

WEDC FY12

PROGRAM GOAL

The Target Industry Projects (TIP) Program goal is to identify opportunities, establish data and analysis, and inform and support industry development progress and strategy. A focus will be placed on advancing industry-led consortia, industry-university alliances and special opportunities that have significant potential to create jobs and increase the competitiveness of industry sectors in Wisconsin and to fundamentally improve the overall economic performance of the state.

The program supports the following WEDC Core Strategies:

- Strategy 1: Enable a world-class, high performing economic development network to drive business start-up, retention and expansion.
- Strategy 4: Implement a focused target industry advancement capability in which resources are concentrated on high value industry and emerging business consortia opportunities.
- Strategy 6: Participation in a global economy is essential in a world where markets outside the U.S. are growing far more rapidly than the domestic market. Providing Wisconsin businesses access to these new growth regions and trade enhancing partnerships is critical to the overall health and strength of the state's economy.

PROGRAM DESCRIPTION

TIP offers a continuum of services which advances targeted, high growth business consortia and industry sectors culminating over time in the development of high quality jobs and significant job growth in Wisconsin. The TIP Program has a cumulative investment leverage goal of 3:1 across all TIP projects through the entire fiscal year, not specific to all or any individual projects.

In return for this WEDC investment, recipient organizations must be actively engaged in distinct (non-duplicative) industry or sector development, or engaged in efforts to enhance cross-industry competitiveness, such as in workforce development, market development, and acquisition of specialized competitive assets or facilities.

ELIGIBILITY REQUIREMENTS

Eligible organizations must be distinct non-profit entities and must have an identifiable strategy, stable strong leadership, active membership and financial support from members, sound financial condition, and clear identification as an organization connected to target industry development. This could also include an entity supporting workforce development for manufacturing, one of the state's priority industries in the state of Wisconsin. Alternately, such entities may be existing or new public or public/private entities such as the DWD, Wisconsin Technical College, a regional economic development organization, or a Wisconsin county economic development entity.

INCENTIVES AND AVAILABLE FUNDING

\$2,500,000

Awards may range from \$500 to \$1,000,000, depending upon the scope and positive economic potential of the project. Awards will generally be given out in phases such that the entire lifecycle of a project, from strategy planning or initial concept to project implementation, may take place across four separate, phased awards from WEDC.

EXPECTED OUTCOMES

Assist 10 organizations, assist 70 businesses through TIP pass through grants and achieve a 3:1 leverage ratio.

FY15 PROGRAM ACTIVITY

CONTRACTED IN FY15				
When Committed	Awards	Award Amount	Businesses to be Assisted	Leverage Ratio
From a prior fiscal year	5	\$1,275,500	45	4:1
From current fiscal year	6	\$212,500	30	3:1
TOTAL	11	\$1,488,000	75	4:1

- Ten unique organizations received award commitments in FY15.
- Four commitments made during FY15 totaling \$1,575,000 were not contracted at fiscal year end due to ongoing negotiations.

RECOMMENDED CHANGES

No substantive changes

MINORITY BUSINESS DEVELOPMENT REVOLVING LOAN FUND

STATUS

- Active

INCEPTION

WEDC FY12

PROGRAM GOAL

The Minority Business Development Revolving Loan Fund (RLF) Program objectives are to spur new minority owned business creation and expansion, increase business diversity in minority communities, and make capital accessible to minority businesses by removing barriers to loan funds.

In turn, these investments by the Minority Revolving Loan Funds are intended to promote job creation and retention in minority communities. The investments should also: minimize the risks of lending to an unqualified business borrower; manage credit and loan administration and monitor minority owned business and loan performance; and significantly raise the business competence of participating companies to increase their capacity and capability to diversify revenue streams and market segments. As a whole, the program is devised to have a catalytic effect to grow the business climate of minority communities as well as enhancing the overall business health in the minority communities of Wisconsin.

This program supports the following WEDC Core Strategies:

- Strategy 1: Enable a world-class, high performing economic development network to drive business start-up, retention, and expansion.
- Strategy 4: Implement a focused target industry advancement capability in which resources are concentrated on high value industry and emerging business consortia opportunities.
- Strategy 5: increase investment in entrepreneurship financing and support through proactive initiatives to increase deal flow, research and development, entrepreneurial development/support networks, and access to early stage capital and investment incentives.

PROGRAM DESCRIPTION

The program is designed to support minority business development through business creation, expansion and minority community business attraction. This is accomplished through direct grant assistance to qualifying minority business associations in Wisconsin. Grant assistance is provided to minority business associations for lending, technical assistance and used as a pass through to fund training.

ELIGIBILITY REQUIREMENTS

Eligible grant recipients are not-for-profit, minority business associations that administer Minority Revolving Loan Funds and serve the minority business community. Eligible grant recipients include minority chambers of commerce, minority business alliances and consortia. The applicant must have demonstrated professional capacity, financial stability and viability, and whether there is a demonstrated need in the minority community for non-commercial MRLF assistance. To qualify for a technical assistance award, there must be evidence that the recipient organization lacks adequate capacity to execute an RLF.

INCENTIVES AND AVAILABLE FUNDING

\$600,000

Minority business associations may receive up to \$200,000 in RLF grant investment and up to \$100,000 in technical assistance for administrative support to both administer the RLF and to develop additional co-investment in the RLF.

EXPECTED OUTCOMES

Assist four business associations to support the financing of 16 businesses.

FY15 PROGRAM ACTIVITY

CONTRACTED IN FY15			
When Committed	Awards	Award Amount	Businesses to be Assisted
From a prior fiscal year	1	\$200,000	14
From current fiscal year	1	\$25,000	0
TOTAL	2	\$225,000	14

- Included in the current fiscal year award contracts are expectations that an additional 50 businesses will receive technical assistance through counseling and workshops.
- Four commitments made during FY15 totaling \$400,000 were not contracted at fiscal year end due to ongoing negotiations.

RECOMMENDED CHANGES

No substantive changes

BUSINESS OPPORTUNITY LOAN FUND

STATUS

- Active

INCEPTION

WEDC FY12

PROGRAM GOAL

The Business Opportunity Loan Fund (BOLF) Program is intended to incent job creation, job retention, capital investment, and training for businesses that are considering starting-up a new operation, expanding its existing operation, or upgrading manufacturing capabilities or processes in Wisconsin. Loans will typically be awarded to businesses that have funding from a lender, other public entity, and/or the business owner(s).

This program supports the following WEDC Strategic Plan Key Performance Indicators:

- 250,000 net new jobs for Wisconsin citizens by 2015
- Meet or exceed 85 percent of jobs created and incentivized by WEDC, paying workers at least 150 percent of federal minimum wage and benefits

PROGRAM DESCRIPTION

WEDC may provide financing options through loans or loan guarantees to businesses that are investing funds to expand or relocate to Wisconsin. BOLF loans are based on need, the quality and quantity of jobs, capital investment and other program, and statutory and policy requirements. Loans generally cannot exceed \$2 million, except for projects that are deemed to have a high impact to a region. Businesses that qualify may also be eligible for loan guarantees in lieu of loan financing.

ELIGIBILITY REQUIREMENTS

Loan requests under \$200,000 will generally be referred to the appropriate local or area regional loan fund first. WEDC should not be the primary lender, and public participation should generally not exceed 50 percent of the total project and never exceed the private contribution. A loan guaranty may be considered to leverage financing that the business would not have been able to secure had it not been for the guaranty.

Recipients may use BOLF funds for:

- Working capital
- Equipment
- Building construction and improvements
- Land acquisition
- Private infrastructure improvements
- Asset acquisition

INCENTIVES AND AVAILABLE FUNDING

\$18,000,000

Job Creation:

Applicants must provide an expansion plan and demonstrate job creation expectations that are in line with the job creation and retention tier system outlined below:

JOB CREATION		
Tier	Wage Range	Amount
1	Full-time jobs paying 150% – 200% of the federal minimum wage	Up to \$6,000 per job
2	Full-time jobs paying 200% – 250% of the federal minimum wage	Up to \$8,000 per job
3	Full-time jobs paying 250% – 500% or more of the federal minimum wage	Up to \$10,000 per job
4	Full-time jobs paying 500% or more of the federal minimum wage	Up to \$12,500 per job

Capital Investment:

Awards made based upon capital investment are eligible for up to 5 percent of the real property costs and up to 3 percent of equipment costs.

Training:

Up to 50 percent of eligible training costs or a maximum of \$5,000 per employee trained, whichever is less.

Loan Guaranty:

The loan guaranty amount and terms will be negotiated on a case by case basis between WEDC and the applicant lender.

EXPECTED OUTCOMES

Assist 25 businesses, support the creation of 1,440 jobs, retention of 2,160 jobs and achieve a 3:1 leverage of other investment.

FY15 PROGRAM ACTIVITY

CONTRACTED IN FY15					
When Committed	Awards	Award Amount	Jobs to be Created	Jobs to be Retained	Leverage Ratio
From a prior fiscal year	5	\$2,894,000	224	484	11:1
From current fiscal year	12	\$11,545,910	529	937	12:1
Total	17	\$14,439,910	753	1421	11:1

- One loan guarantee made during FY15 totaling \$250,000.
- Five commitments made during FY15 totaling \$6,275,000 were not contracted at fiscal year end due to ongoing negotiations.

RECOMMENDED CHANGES

The 2015-2017 Biennial Budget (2015 Act 55) directs WEDC to sunset the program on June 30, 2017.

SPECIAL PROJECTS LOAN FUND

STATUS

- Active

INCEPTION

WEDC FY14 (effective 4/22/14)

PROGRAM GOAL

WEDC may provide shorter-term financing options through loans or loan guarantees to businesses that are investing funds in their Wisconsin locations that may not be eligible for traditional financing. Special Project loans or loan guarantees generally cannot exceed \$250,000. Funding is based on financial need, lack of other funding options, improving the business's long-term growth potential in Wisconsin, or emergency business needs.

PROGRAM DESCRIPTION

Special Project loans are intended to help companies that are preparing for future growth, diversifying operations, markets or product lines to increase competitiveness, or preparing a project site to catalyze future commercial development in the surrounding area. Special Project loans are intended to be for projects that are not able to be fully funded through traditional private or public sector resources. The loans are to be made for projects that may not have immediate financial payoff, such that a bank or traditional entity would be willing to provide financing, but instead will provide long-term dividends by positioning a region or the state for greater economic growth.

This program supports the following WEDC core strategy:

- Strategy 1: Enable a world-class, high performing economic development network to drive business start-up, retention and expansion.

ELIGIBILITY REQUIREMENTS

Special Project Loan Fund requests will first be referred to the appropriate local or area regional loan fund when available. Special Project loans are not intended to replace traditional financing, but rather are to be used for projects that are not able to be fully-funded through traditional private or public sector resources, and will enhance or maintain a company's operations in Wisconsin. Public participation should generally not exceed 50 percent of the total project and never exceed the private contribution. Loan Guarantees will require a 20 percent match by the recipient.

Recipients may use Special Project Loan funds for purposes that include:

- Working capital
- Equipment purchases
- Brownfield remediation
- New product development

INCENTIVES AND AVAILABLE FUNDING

\$2,000,000

Special Project loans shall generally bear an interest rate of 5.0 percent for loans approved in FY15, and typically with a term to not to exceed three years, or as negotiated based on project need and level of risk. Loans will generally be for amounts between \$50,000 and \$250,000. Exceptions may be granted for emergency business needs. Specific award amounts will be based on need and repayment capacity.

A loan guarantee may be considered to leverage financing that the business would not have been able to secure had it not been for the guarantee. The amount of the guarantee is negotiated between WEDC and the lender; however a Special Project guarantee shall generally not exceed 80 percent of the project loan, or \$250,000, whichever is less. The guarantee typically will not exceed three years or the term of the loan, whichever is less. The lender must be able to substantiate the need for the guarantee by providing to WEDC a detailed credit analysis for the proposed financial commitment. The guarantee must be approved and contracted by WEDC prior to the closing of the loan.

EXPECTED OUTCOMES

Assist 15 businesses and achieve a 2:1 leverage of other investment.

FY15 PROGRAM ACTIVITY

CONTRACTED IN FY15			
When Committed	Awards	Award Amount	Leverage Ratio
From current fiscal year	2	\$500,000	2:1
TOTAL	2	\$500,000	2:1

- Two commitments made in FY15 totaling \$400,000 were not contracted at fiscal year end due to ongoing negotiations.

RECOMMENDED CHANGES

The 2015-2017 Biennial Budget (2015 Act 55) directs WEDC to sunset the program on June 30, 2017.

CLEAN ENERGY MANUFACTURING REVOLVING LOAN FUND

STATUS

- Active

INCEPTION

WEDC FY14

PROGRAM GOAL

Manufacturing is a critical industry in Wisconsin. The Clean Energy Manufacturing Revolving Loan Fund program is primarily intended to support start-up or existing manufacturing business expansions that develop or expand processes that contribute to the reduction of fossil fuel consumption. Clean energy job creation and/or retention is also a goal.

This program supports the following WEDC Core Strategy:

Strategy 4: Implement a focused target industry advancement capability in which resources are concentrated on high value industry and emerging business consortia opportunities.

PROGRAM DESCRIPTION

The program will target low-interest loans of up to \$1,000,000 to private sector businesses for projects that promote:

- Energy efficiency measures through a reduction of industrial/manufacturing facility use of fossil fuels.
- Elimination or reduction of a waste product by using it as a feedstock for energy production.
- Biogas production projects.
- Other cost-effective energy reduction or clean energy projects will be considered.

The low-interest loans will be offered on a competitive basis. The primary use of the funds will be for equipment.

For FY 15, preference will be given to food and beverage industry which is a key manufacturing sector in Wisconsin. It has a much greater than average potential for waste to energy project that can simultaneously solve operating costs burdens (disposing of waste materials) and produce cost-effective energy solutions.

ELIGIBILITY REQUIREMENTS

Applicant: The entity must be a Wisconsin for-profit manufacturing business (as classified under §70.995(2) Wis Stats) locating or expanding in Wisconsin.

Project Location: The clean energy project must be in a facility or plant located in Wisconsin.

Match: Applicant must provide greater than 50% of total project costs.

Eligible Costs: Loan funds can only be used for purchase of equipment that was not purchased prior to the date the loan was awarded.

Project Completion Timeline: Project completion will be expected within 18 months of the award date.

Other Loans from WEDC: If an applicant has other awards with WEDC, all reporting and repayments (if applicable) must

be current at the time of award. In addition, preference will be given to projects that do not currently have a State Energy Program loan through WEDC.

Note: Start-up manufacturing businesses will only be considered with a demonstrated strong repayment capacity and will require an unlimited personal guaranty; preference will be made for WEDC first position on equipment used for collateral.

INCENTIVES AND AVAILABLE FUNDING

Up to \$5,000,000

This program will provide loans of up to \$1,000,000 for approved clean energy projects. Loan terms include a 2% interest rate from the time of loan fund disbursement for up to seven years or the life expectancy of the equipment being financed, whichever is less.

EXPECTED OUTCOMES

To assist to a minimum of five manufacturing businesses and achieve a greater than 1:1 leverage.

FY15 PROGRAM ACTIVITY

One commitment made in FY15 totaling \$777,713 was not contracted at fiscal year end due to ongoing negotiations.

RECOMMENDED CHANGES

No substantive changes.

INDUSTRIAL REVENUE BONDING

STATUS

- Active

INCEPTION

Industrial Revenue Bond (IRB) Program financing was authorized in Wisconsin in 1969. Authorized under Wisconsin Statutes §§ 66.1103, 238.10, and 238.11; and 26 U.S. Code §§ 144, 146, 147.

PROGRAM GOAL

The IRB Program allows Wisconsin municipalities to support industrial development through the sale of tax-exempt bonds. The bonds are issued by municipalities, community development authorities or redevelopment authorities. The bond proceeds are then loaned to businesses to finance capital investment projects at, primarily, manufacturing facilities. Unlike most conventional loans, IRBs can offer businesses a convenient, long-term, and, often, a fixed-rate financing package. The interest earned on IRBs is exempt from federal income taxes. The bond buyer is willing to accept a lower rate of interest in exchange for tax-free income. Therefore, the goal of the program is to incent expansions of manufacturing facilities in Wisconsin.

This program supports the following WEDC Strategic Plan Key Performance Indicators:

- 250,000 net new jobs for Wisconsin citizens by 2015
- Meet or exceed 85 percent of jobs created and incentivized by WEDC, paying workers at least 150 percent of federal minimum wage and benefits

PROGRAM DESCRIPTION

IRBs are tax-exempt bonds that can be used to stimulate capital investment and job creation by providing private borrowers with access to financing at interest rates that are lower than conventional bank loans. The IRB process involves five separate entities: borrower, lender, bond attorney, issuer, and WEDC. WEDC allocates the bonding authority or the volume cap for the program under Wis. Stat. § 238.10.

ELIGIBILITY REQUIREMENTS

Manufacturers can use the bond proceeds for building, land and equipment but not working capital. There are restrictions on bond size and total capital expenditures. Manufacturing includes nearly every type of processing that result in a change in the condition of tangible personal property. According to federal tax law, the maximum size of a bond issue is \$10 million. For bond issues exceeding \$1 million, capital expenditures in the municipality where the project is located cannot exceed \$20 million during the three years before and the three years after the date the bonds are issued. The \$20 million capital expenditure limitation includes any principal user of the facility and also related persons (more than 50 percent owner of stock or partnership interests). Also, the total amount of IRBs outstanding at all related operations of the business, in all states, may not exceed \$40 million. Exempt projects do not have to comply with the \$10 million maximum bond size, the \$20 million capital expenditure limit, and the \$40 million aggregate limit. Exempt projects include: airports; docks and wharves; mass-commuting facilities such as high speed rail; facilities for furnishing water; sewage facilities; solid waste disposal facilities; facilities for the local furnishing of electric energy or gas; facilities for local district heating and cooling; and, qualified hazardous waste facilities.

INCENTIVES AND AVAILABLE FUNDING

\$282,135,650 in available allocation for calendar year 2014.

As IRB allocations are distributed on a calendar year basis, the funding allocation for this program crosses fiscal years. The incentive in this program is access to tax-exempt bonds at interest rates that are lower than conventional bank loans, typically 75 percent of the current prime rate.

EXPECTED OUTCOMES

Set allocation levels for 10 businesses.

FY15 PROGRAM ACTIVITY

CONTRACTED IN FY15		
When Committed	Awards	Award Amount
From current fiscal year	7	\$40,470,000
TOTAL	7	\$40,470,000

RECOMMENDED CHANGES

No substantive changes

WORKFORCE TRAINING GRANTS

STATUS

- Active

INCEPTION

WEDC FY12

PROGRAM GOAL

The Workforce Training Grant Program supports businesses making a firm commitment to locate a new facility or expand an existing facility in Wisconsin which is developing a product, process or service that requires training in new technology and industrial skills.

This program supports the following WEDC Strategic Plan Key Performance Indicators:

- 250,000 net new jobs for Wisconsin citizens by 2015
- Meet or exceed 85 percent of jobs created and incentivized by WEDC, paying workers at least 150 percent of federal minimum wage and benefits
- Prioritize the development of jobs that provide above average wages and benefits

PROGRAM DESCRIPTION

The program aids businesses in workforce retention and expansion into new markets and technology. The program provides grant funds to businesses to upgrade or improve the job-related skills of a business's full-time employees. Grant funds may be approved for eligible training provided to existing and new employees in full-time jobs.

ELIGIBILITY REQUIREMENTS

Eligible training costs include training wages (of production employees through first line supervisors), training materials and trainer costs. Routine training is ineligible. Eligible training costs do not include travel expenses, food and lodging. Job training should focus on new technology, industrial skills or manufacturing processes. The training must not be currently available through other resources.

INCENTIVES AND AVAILABLE FUNDING

\$500,000

The incentive is a grant of 50 percent of eligible training costs, up to \$5,000 per employee trained. The maximum award is \$200,000.

EXPECTED OUTCOMES

Assist eight businesses.

FY15 PROGRAM ACTIVITY

CONTRACTED IN FY15		
When Committed	Awards	Award Amount
From a prior fiscal year	1	\$105,000
From current fiscal year	1	\$91,565
TOTAL	2	\$196,565

- One commitment made during FY15 totaling \$200,000 was not contracted at fiscal year end due to ongoing negotiations.

RECOMMENDED CHANGES

No substantive changes

CAPACITY BUILDING GRANTS

STATUS

- Active

INCEPTION

WEDC FY13

PROGRAM GOAL

Capacity Building Grant Program funds assist local and regional economic development groups, furthering the efforts of WEDC to create an advanced economic development network within the state. Funding will generally be provided for projects that will serve as models that can be replicated across the State of Wisconsin.

This program supports the following WEDC core strategy:

- Strategy 1: Enable a world-class, high performing economic development network to drive business start-up, retention and expansion.

PROGRAM DESCRIPTION

The program assists local and regional economic development groups, furthering the efforts of WEDC to create an advanced economic development network within the state of Wisconsin. The primary use of the funds is for assessments of the economic competitiveness of the area; development of a Comprehensive Economic Development Strategy; and, support of strategies that will benefit the recipient organizations and their members through operational efficiencies, strategy development, education/skill development or increased collaboration with other organizations.

ELIGIBILITY REQUIREMENTS

Local and regional economic development groups may use the funds for purposes that meet goals such as:

- Local or regional assessments of the economic competitiveness of the area (e.g. workforce, infrastructure, sustainability, export capacity and competitiveness).
- Development and implementation of a Comprehensive Economic Development Strategy.
- Initiatives that will benefit the organizations or their members through operational efficiencies, strategy development, education/skill development or increased collaboration with other organizations.
- Implementation or replication of successful pilot programs or economic development best practices.

Capacity Building funding will not be provided for existing or ongoing operational costs, staff salaries, or costs incurred prior to receiving an award.

WEDC may take the following into account when evaluating Capacity Building Grant applications:

- The likelihood the proposed effort will result in long-term benefits to the organization or its members
- The degree to which the organization can influence state or regional economic conditions (e.g. number of localities served, membership size)
- The extent to which the problem has been approached through regional collaboration with other economic development groups and other local jurisdictions

- The financial need demonstrated by the applicant
- The extent to which the proposed effort can be replicated throughout Wisconsin

WEDC may require project match depending on the project's attributes.

INCENTIVES AND AVAILABLE FUNDING

\$ 500,000

The incentives in this program are generally grants of up to \$50,000.

EXPECTED OUTCOMES

Assist eight projects.

FY15 PROGRAM ACTIVITY

CONTRACTED IN FY15		
When Committed	Awards	Award Amount
From current fiscal year	5	\$327,500
TOTAL	5	\$327,500

- Three commitments made during FY15 totaling \$145,000 were not contracted at fiscal year end due to ongoing negotiations.

RECOMMENDED CHANGES

No substantive changes

ECONOMIC DEVELOPMENT TAX CREDITS

STATUS

- Active

INCEPTION

2009 Wisconsin Act 2; Wisconsin Statutes §§ 238.301-.306

PROGRAM GOAL

The goal of the Economic Development Tax Credit (ETC) Program is to incent new and expanding businesses.

This program supports the following WEDC Strategic Plan Key Performance Indicators:

- 250,000 net new jobs for Wisconsin citizens by 2015
- Meet or exceed 85 percent of jobs created and incentivized by WEDC, paying workers at least 150 percent of federal minimum wage and benefits

PROGRAM DESCRIPTION

The ETC Program supports job creation, job retention, capital investment, training, and the location or retention of corporate headquarters by providing companies with non-refundable tax credits that can help to reduce their Wisconsin state income tax liability, thereby helping to enhance their cash flow to either expand the expansion project's scope, accelerate the timing of the project or enhance payroll.

ELIGIBILITY REQUIREMENTS

ETC projects must meet the requirements contained in Wis. Stat. §§ 238.30 through 238.306.

Businesses located in or relocating to Wisconsin may be eligible for ETCs. A business may qualify for tax credits only for eligible activities that occur after an eligibility date established by WEDC. Positions that are created as a result of the tax credits claimed shall be maintained for at least five years after the certification date established by WEDC. Eligible businesses can earn ETCs for the following activities:

- Job creation and retention
- Capital investment
- Job training
- Corporate headquarters

Although non-refundable, the credits may be transferred in exchange for non-cash consideration subject to certain conditions.

INCENTIVES AND AVAILABLE FUNDING

\$29,684,808 remaining allocation

Incentives are in the form of non-refundable, transferrable tax credits awarded depending on the type of activity. Up to \$15,000,000 in existing ETC allocation may be certified for transfer. Transferable awards are generally capped at \$500,000.

Job Creation and Retention

Tax credits allocated for the creation of new full-time jobs or the retention of existing full-time jobs will be based on the following table:

JOB CREATION AND RETENTION		
Tier	Wage Range	Tax Credit
1	Full-time jobs paying from 150 percent to less than 200 percent of the federal minimum wage	Up to \$3,000 per job
2	Full-time jobs paying from 200 percent to less than 250 percent of the federal minimum wage	Up to \$5,000 per job
3	Full-time jobs paying 250 percent or more of the federal minimum wage	Up to \$7,000 per job

Award amounts within a given tier will be made with consideration of unemployment rates, recent layoffs, health benefits, regional poverty rates, distressed county, per capita income, and public involvement necessary to move the project forward.

The per job tax credits allocated in the contract will be based on the average tax credit per eligible employee.

Capital Investment

Capital investment tax credits are allocated at up to 3 percent of the eligible investment for personal property and up to 5 percent of the eligible investment for real property.

Job Training

Training tax credits are allocated at up to 50 percent of the eligible training costs or \$5,000 per employee being training, whichever is less.

Corporate Headquarters

Corporate headquarters tax credits may be allocated for created or retained positions performing corporate headquarters functions, according to the following table:

CORPORATE HEADQUARTERS		
Tier	Wage Range	Tax Credit
1	Full-time jobs paying from 150 percent to less than 200 percent of the federal minimum wage	Up to \$4,000 per job
2	Full-time jobs paying from 200 percent to less than 250 percent of the federal minimum wage	Up to \$6,000 per job
3	Full-time jobs paying from 250 percent to less than 500 percent of the federal minimum wage	Up to \$8,000 per job
4	Full-time jobs paying 500 percent or more of the federal minimum wage	Up to \$10,000 per job

The per job tax credits allocated in the contract will be based on the average tax credit per eligible employee.

EXPECTED OUTCOMES

Assist 50 businesses, support the creation of 3,750 new jobs, 1,250 retained jobs, and provide a 4:1 leverage.

FY15 PROGRAM ACTIVITY

CONTRACTED IN FY15					
When Committed	Awards	Award Amount	Jobs to be Created	Jobs to be Retained	Leverage Ratio
From a prior fiscal year	17	\$4,900,500	609	2342	13:1
From current fiscal year	35	\$13,397,125	1879	3796	25:1
TOTAL	52	\$18,297,625	2488	6138	22:1

- Fifteen commitments made during FY15 totaling \$8,627,900 were not contracted at fiscal year end due to ongoing negotiations.

RECOMMENDED CHANGES

The 2015-2017 Biennial Budget (2015 Act 55) directs WEDC to make no new awards under the program after December 31, 2015.

DEVELOPMENT OPPORTUNITY ZONES

STATUS

- Active

INCEPTION

1993 Act 232, 1997 Act 27, 2005 Act 259, 2009 Act 2, 238.395, Wis. Stats.

PROGRAM GOAL

The goal of the Development Opportunity Zone (DOZ) Program is to incent new and expanding businesses in the Cities of Beloit, Janesville and Kenosha.

This program supports the following WEDC Strategic Plan Key Performance Indicators of:

- 250,000 net new jobs for Wisconsin citizens by 2015
- Meet or exceed 85 percent of jobs created and incentivized by WEDC, paying workers at least 150 percent of federal minimum wage and benefits

PROGRAM DESCRIPTION

The program incents job creation, job retention, capital investment, and environmental remediation by providing non-refundable tax credits that can help to reduce a company's Wisconsin state income tax liability, thereby helping to enhance its cash flow to either increase the expansion project's scope, accelerate the timing of the project or enhance payroll. Also, the program incents the creation of jobs for target group members.

ELIGIBILITY REQUIREMENTS

DOZ projects must meet the requirements as contained in §§ 238.395, 71.07 (2dm) and (2dx), 71.28 (1dm) and (1dx), 71.47 (1dm) and (1dx), and 76.636, Wis Stats. These statutes cover definitions, eligibility and limits on these tax credits. Generally, businesses located in, or relocating to, an area designated as a Development Opportunity Zone under § 238.395(1), Wis Stats (currently the Cities of Beloit, Janesville, and Kenosha) may be eligible for DOZ Tax Credits. A certified business may qualify for tax credits only for activities that occur after an eligibility date established by WEDC. Credits may be earned for the following activities:

Job Creation/Retention

Job creation allocations will be based on projected jobs to be created over three years. Businesses will earn tax credits over three years and must maintain those jobs for five years, commencing on the date the company is certified as eligible for tax credits.

Capital Investment

Tax credits allocated for capital investment must meet the following criteria: There must be capital investment in a project that is beyond a certified business's normal capital expenditures. This specific purpose includes, but is not limited to, diversifying product lines and modernizing and enhancing the efficiency of production processes. The amount of the investment is at least \$10,000 for each full-time employee working at the certified business's project location, or \$1,000,000, whichever is less.

Environmental Remediation

Tax benefits for environmental remediation are determined as 50 percent of eligible costs.

INCENTIVES AND AVAILABLE FUNDING

\$4,836,400–Janesville; \$488,000–Beloit; \$4,250,000–Kenosha

The DOZ Program offers incentives across three categories:

Job Creation/Retention Credit: Credits may be earned according to the pay grade of job being created or retained.

- FTE paying at least 150 percent of federal minimum wage – Up to \$6,000 per job
- FTE paying at least 150 percent of federal minimum wage and employing a member of a targeted group – Up to \$8,000 per job.
- Award amounts within a given tier will be made with consideration of unemployment rates, recent layoffs, health benefits, regional poverty rates, distressed county, per capita income, and public involvement necessary to move the project forward.

Capital Investment Credit: Credits may be allocated at a rate of up to 3 percent of all eligible capital investment.

Environmental Remediation Credit: Credits may be allocated at a rate of up to 50 percent of the eligible environmental remediation costs (including investigation, but only if actual remediation follows the investigation)

EXPECTED OUTCOMES

Assist five businesses and support the creation of 10 jobs and retention of 40 jobs.

FY15 PROGRAM ACTIVITY

CONTRACTED IN FY15				
When Committed	Awards	Award Amount	Jobs to be Created	Jobs to be Retained
From a prior fiscal year	1	\$655,000	30	131
Total	1	\$655,000	30	131

- One commitment made during FY15 totaling \$63,750 was not contracted at fiscal year end due to ongoing negotiations.

RECOMMENDED CHANGES

No substantive changes

ENTERPRISE ZONES

STATUS

- Active

INCEPTION

2005 Act 361, 2009 Act 266, 2009 Act 267; 238.399, Wis. Stats.

PROGRAM GOAL

The goal of the Enterprise Zone Program is to incent projects involving expansion of existing Wisconsin businesses or relocation of major business operations from other states to Wisconsin.

This program supports the following WEDC Strategic Plan Key Performance Indicators:

- 250,000 net new jobs for Wisconsin citizens by 2015
- Meet or exceed 85 percent of jobs created and incentivized by WEDC, paying workers at least 150 percent of federal minimum wage and benefits

PROGRAM DESCRIPTION

The Enterprise Zone Program supports job creation, job retention, capital investment, training, and Wisconsin supply chain investment by providing companies with refundable tax credits that can help to reduce their Wisconsin state income tax liability or provide a refund, thereby helping to enhance their cash flow to either expand the expansion project's scope, accelerate the timing of the project or enhance payroll.

ELIGIBILITY REQUIREMENTS

Enterprise Zone tax credit projects must meet the requirements in §§ 238.399, 71.07 (3w), 71.28 (3w), and 71.47 (3w), Wis Stats. Among other things, these statutes cover applicable definitions, eligibility for tax benefits, and limits on the tax benefits.

Businesses located in or relocating to Wisconsin may be eligible for Enterprise Zone tax credits. A certified business may qualify for tax credits only for eligible activities that occur after an eligibility date established by WEDC. Positions that are created as a result of the tax credits claimed shall be maintained for at least five years after the certification date established by WEDC. Tax credits can be earned over a period of up to 12 years.

INCENTIVES AND AVAILABLE FUNDING

As of June 30, 2014, three of 20 Enterprise Zone designations are still available for use—one standard and two rural (<5,000). The incentives under this program are refundable tax credits according to the following stipulations:

Enterprise Zone Job Creation Credit

A tax credit equal to no more than 7 percent of the net increase in zone payroll from base in a Tier I county or municipality, less \$20,000 per new, full-time employee and up to \$100,000 per employee, or a 7 percent tax credit against the lesser of the net increase in state payroll and zone payroll from base in a Tier II county or municipality, less \$30,000 per new, full-time employee and up to \$100,000 per employee. Calculations are relative to a base year which is fixed as the year before the zone takes effect. This benefit may be awarded for up to 12 years.

Enterprise Zone Job Retention Credit

A tax credit equal to no more than 7 percent of the taxpayer's enterprise zone payroll in a Tier I county or municipality that is paid to full-time employees who earn more than \$20,000, but less than \$100,000, in annual wages, less the amount paid to new full-time employees, or no more than 7 percent of the taxpayer's enterprise zone payroll in a Tier II county or municipality that is paid to full-time employees who earn more than \$30,000, but less than \$100,000, in annual wages, less the amount paid to new full-time employees. This benefit may be awarded for up to five years.

Training Credit

The business may also claim 100 percent of its annual job-related training costs for training employees who work within the zone:

- Amount paid to upgrade or improve skills of full-time employees
- Amount paid to train any full-time employees on new technology
- Amount paid to train full-time employees who are in their first full-time job

Investment Credit

Effective for tax years beginning after December 31, 2008, the business may also claim up to 10 percent of its significant capital expenditures.

Wisconsin Supply Chain Credit

Effective for tax years beginning after December 31, 2009, the business may also claim up to 1 percent of the amount it paid to purchase tangible personal property, items, property, goods or services from Wisconsin vendors. Businesses may not claim the Wisconsin Supply Chain Credit and the Investment Credit for the same expenditures.

EXPECTED OUTCOMES

Assist two businesses, support the creation of at least 2,500 jobs and the retention of at least 1,000 jobs.

FY15 PROGRAM ACTIVITY

CONTRACTED IN FY15				
When Committed	Awards	Award Amount	Jobs to be Created	Jobs to be Retained
From a prior fiscal year	3	\$30,000,000	923	1578
TOTAL	3	\$30,000,000	923	1578

RECOMMENDED CHANGES

No substantive changes

JOBS TAX CREDITS

STATUS

- Active

INCEPTION

2009 Wisconsin Act 28; Wisconsin Statutes §238.16

PROGRAM GOAL

The goal of the Jobs Tax Credit Program is to incent projects involving major expansion of existing Wisconsin businesses or relocation of major business operations from other states to Wisconsin.

This program supports the following WEDC Strategic Plan Key Performance Indicators:

- 250,000 net new jobs for Wisconsin citizens by 2015
- Meet or exceed 85 percent of jobs created and incentivized by WEDC, paying workers at least 150 percent of federal minimum wage and benefits

PROGRAM DESCRIPTION

The program supports job creation and training by providing companies with refundable tax credits that can help to reduce their Wisconsin state income tax liability or provide a refund, thereby helping to enhance their cash flow to expand the expansion project's scope, accelerate the timing of the project or enhance payroll.

ELIGIBILITY REQUIREMENTS

Businesses located in or relocating to Wisconsin that are increasing net employment in the state every year for which the business claims tax credits may be eligible for jobs tax credits. A certified business may qualify for tax credits only for eligible activities that occur after an eligibility date established by WEDC. Positions that are created as a result of the tax credits claimed shall be maintained for at least five years after the certification date established by WEDC. Special consideration for jobs tax credits is given to manufacturing businesses.

INCENTIVES AND AVAILABLE FUNDING

\$16,100,548 in available credits. Available funding includes tax credits transferred from the Early Stage Business Investment Program.

The funding available for the Jobs Tax Credit Program is non-transferrable, refundable tax credits for businesses located in Tier I and II areas.

Job Credit

In a Tier I county or municipality, the amount of tax credits may equal up to 10 percent of the annual wages for employees earning at least 150 percent of federal minimum wage. Credits may not be earned for wages over \$100,000. In a Tier II county or municipality, the amount of tax credits may equal up to 10 percent of the annual wages for employees earning at least \$30,000. Credits may not be earned for wages over \$100,000. Tier I and Tier II counties or municipalities will be designated by WEDC on a project-by-project basis.

Training Credit

So long as the business shows to WEDC that it is increasing its net employment every year for which it claims credits, the business may also claim its annual job-related training costs for training employees that improves the job-related skills of any eligible employee, trains any eligible employee on the use of job-related new technologies or provides job-related training to any eligible employee whose employment with the business represents the employee's first full-time job. Credits can be earned for each year the business increases its net employment level above the base year employment levels in the state, up to the total award amount.

EXPECTED OUTCOMES

Assist 20 businesses, support the creation of 3,400 jobs and retention of 5,100 jobs.

FY15 PROGRAM ACTIVITY

CONTRACTED IN FY15				
When Committed	Awards	Award Amount	Jobs to be Created	Jobs to be Retained
From a prior fiscal year	5	\$3,570,000	515	2804
From current fiscal year	20	\$17,055,000	1953	5001
TOTAL	25	\$20,625,000	2468	7805

- Fourteen commitments made during FY15 totaling \$12,745,000 were not contracted at fiscal year end due to ongoing negotiations.

RECOMMENDED CHANGES

The 2015-2017 Biennial Budget (2015 Act 55) directs WEDC to make no new awards under the program after December 31, 2015.

HISTORIC PRESERVATION TAX CREDITS

STATUS

- Active

INCEPTION

2013 Wisconsin Act 62

PROGRAM GOAL

The goal of the Historic Preservation Tax Credit (HTC) Program is to encourage reinvestment into Wisconsin's aging communities. This incentive is intended to jump start Wisconsin's main streets, downtowns, and small businesses to support Wisconsin's economy.

This program supports the following WEDC strategic action:

- Strategy 1.5: Align community development resources (Main Street, public infrastructure investment) to support WEDC objectives.

PROGRAM DESCRIPTION

The program provides transferable tax credits to eligible entities rehabilitating certified historic buildings. The Qualified Rehabilitated Buildings Program provides similar credits to pre-1936 non-historic properties in Wisconsin. Both credits are 20 percent of qualified rehabilitation expenses and may be transferred to a third party in exchange for cash. Historic rehabilitations incented through this program must be recommended by the State Historic Preservation Officer (SHPO) as certified historic properties. Qualified Rehabilitated Buildings will apply directly to WEDC for the non-historic credit.

On June 23, 2014, WEDC placed a moratorium on the receipt of applications for the HTC Program pending a review of the program. After this review, it was determined that WEDC would lift the moratorium on the Certified Historic Buildings Program due to the rigorous application process required by SHPO and the National Park Service prior to submitting applications to WEDC.

ELIGIBILITY REQUIREMENTS

Certified Historic Buildings

For taxable years beginning after December 31, 2013, applicants may be certified to claim tax incentives for qualified rehabilitation expenditures on eligible buildings and projects.

An eligible building must meet the following specifications:

The property is listed in the National Register of Historic Places or the State Register of Historic Places, or is determined by the Wisconsin Historical Society (WHS) to be eligible for listing in the National Register of Historic Places the State Register of Historic Places, or is located in a historic district that is listed in the National Register of Historic Places or the State Register of Historic Places and is certified by the SHPO as being of historic significance to the district, or is an outbuilding of an otherwise eligible property certified by the SHPO as contributing to the historic significance of the property.

An eligible project is one in which:

- The cost of the person's qualified rehabilitation expenditure, as defined in section 47 (c)(2) of the Internal Revenue Code, is at least 50,000.
- The rehabilitated property is placed in service after December 31, 2013.
- The proposed preservation or rehabilitation plan complies with standards promulgated under Wis. Stat. § 44.02 (24) and the completed preservation or rehabilitation substantially complies with the proposed plan.
- No physical work of construction or destruction began prior to the recommendation of the proposed preservation or rehabilitation by the SHPO.
- The eligible costs are not incurred to acquire any building or interest in a building or to enlarge an existing building.
- Evidence that the rehabilitation was recommended by the SHPO for approval by the secretary of the interior.

The WEDC's CEO may deny certification to an otherwise eligible project based on funding availability or other application criteria. Funding certifications will be effective for three years commencing on the initial date of certification and must be claimed based on actual qualified rehabilitation expenditures by the conclusion of the three year period; however, a project may be approved for six years if the rehabilitation is substantial and occurring in phases. WEDC may extend certification windows at its discretion.

Qualified Rehabilitated Buildings

For taxable years beginning after December 31, 2013, applicants may be certified to claim tax incentives for qualified rehabilitation expenditures related to qualified rehabilitated buildings (non-historic).

An eligible building must meet the following specifications:

- The building was placed in service before 1936 and has not been relocated.
- The building must not be a certified historic building. An eligible project is one in which:
- The cost of the person's qualified rehabilitation expenditure, as defined in section 47 (c)(2) of the Internal Revenue Code, is at least \$50,000.
- At least 50 percent of the building's external walls existing at the time the rehabilitation began must remain in place as external walls at the work's conclusion.
- At least 75 percent of the building's existing external walls must remain in place as either external or internal walls.
- At least 75 percent of the building's internal structural framework must remain in place.
- Depreciation (or amortization in lieu of depreciation) is allowable with respect to the building.
- No physical work of construction or destruction began prior to WEDC certification.

The WEDC's CEO may deny certification to an otherwise eligible project based on funding availability or other application criteria. Funding certifications will be effective for three years commencing on the initial date of certification and must be claimed based on actual qualified rehabilitation expenditures by the conclusion of the three year period. WEDC may extend certification windows at its discretion.

INCENTIVES AND AVAILABLE FUNDING

The fund certifications are awarded on a rolling basis. The incentive through this program is a 20 percent transferable tax credit of qualified rehabilitation expenses.

EXPECTED OUTCOMES

Assist 40 community projects.

FY15 PROGRAM ACTIVITY

CONTRACTED IN FY15		
When Committed	Awards	Award Amount
From a prior fiscal year	15	\$31,945,471
From current fiscal year	33	\$46,185,941
TOTAL	48	\$78,131,412

- Nine commitments totaling \$9,899,226 were not contracted at fiscal year end due to ongoing negotiations.

RECOMMENDED CHANGES

The 2015-2017 Biennial Budget (2015 Act 55) extends eligibility for Qualified Rehabilitation Tax Credits to previously certified entities located in Green Bay for projects expanding the scope of work to adjacent parcels.

BROWNFIELD REDEVELOPMENT FINANCIAL ASSISTANCE

STATUS

- Active

INCEPTION

1997 Wisconsin Act 27; Wisconsin Statutes §238.13

PROGRAM GOAL

It is estimated that Wisconsin has more than 10,000 Brownfield sites and WEDC's goal is to convert more contaminated sites into productive and shovel ready properties that are attractive for redevelopment. The Brownfield Redevelopment Financial Assistance (Brownfield) Program provides grant funds to assist local governments, businesses and individuals with assessing and remediating the environmental contamination of an abandoned, idle or underused industrial or commercial facility.

This program supports the following WEDC strategic action:

- Strategy 1.5: Align community development resources (Main Street, public infrastructure investment) to support WEDC objectives.

PROGRAM DESCRIPTION

Under the program outlined in Wis. Stat. § 238.13, WEDC grants funds to local governments, businesses, non-profits and individuals for redeveloping commercial and industrial sites that have been adversely affected by environmental contamination.

ELIGIBILITY REQUIREMENTS

Any city, village, town, county, individual or business may apply for funds provided that the party that caused the environmental contamination and any person who possessed or controlled the environmental contaminant is unknown, cannot be located or is financially unable to pay for the remediation of the soil/groundwater. Phase I and Phase II environmental reports must be completed prior to seeking Brownfield Program funding. Brownfield Program funds may be used for brownfields redevelopment or associated environmental remediation activities on sites with demonstrated soil/groundwater contamination. Eligible costs are determined during a review of the grant application. However, grant funds may typically be used for the following activities:

- The environmental investigation, remediation or monitoring of the site
- The removal of hazardous waste containers
- Soil removal, capping, barrier installation and vapor intrusion systems

INCENTIVES AND AVAILABLE FUNDING

\$ 3,500,000

Awards generally do not exceed \$500,000, unless the request for funds is for a project that, due to the size of the brownfield and the degree and extent of contamination, clearly justifies an award beyond normal parameters.

EXPECTED OUTCOMES

Assist 10 community projects.

FY15 PROGRAM ACTIVITY

CONTRACTED IN FY15		
When Committed	Awards	Award Amount
From a prior fiscal year	4	\$1,611,925
From current fiscal year	9	\$2,963,109
TOTAL	13	\$4,575,034

- During FY15, the program budget was amended up to \$4,250,000.
- Five commitments made during FY15 totaling \$1,851,750 were not contracted at fiscal year end due to ongoing negotiations.

RECOMMENDED CHANGES

The 2015-2017 Biennial Budget (2015 Act 55) simplifies the match requirements to a single tier requiring grant recipients to contribute 50 percent of the grant amount to a project.

SITE ASSESSMENT GRANTS

STATUS

- Active

INCEPTION

1999 Wisconsin Act 9; Wisconsin Statutes §238.133

PROGRAM GOAL

The Site Assessment Grant (SAG) Program is detailed in Subsection 238.133 of the Wisconsin Statutes. The initiative provides grant funds to assist local governments with conducting initial environmental assessment and demolition activities on an eligible abandoned, idle or underutilized industrial or commercial site. By identifying and quantifying brownfield contaminants, communities can better develop their own public resources.

This program supports the following WEDC strategic action:

- Strategy 1.5: Align community development resources (Main Street, public infrastructure investment) to support WEDC objectives.

PROGRAM DESCRIPTION

The program provides grants to local governments seeking to redevelop brownfields with pre-development work to identify and quantify any contaminants.

ELIGIBILITY REQUIREMENTS

Eligible entities are local governments, defined as a city, village, town, county, redevelopment authority, community development authority or housing authority, with demonstrable need to perform environmental investigations, demolition of structures, and removal of abandoned containers and underground tank systems. An eligible brownfield site is defined as one or more contiguous industrial or commercial sites where redevelopment is adversely affected by actual environmental contamination.

INCENTIVES AND AVAILABLE FUNDING

\$1,000,000

Program grants are capped at \$150,000. WEDC administers the SAG Program on a continual application basis and decisions on funding requests are handled throughout the year.

EXPECTED OUTCOMES

Assist 12 communities.

FY15 PROGRAM ACTIVITY

CONTRACTED IN FY15		
When Committed	Awards	Award Amount
From a prior fiscal year	5	\$601,207
From current fiscal year	9	\$722,822
TOTAL	14	\$1,374,029

- During FY15, the program budget was amended up to \$1,300,000.
- Five commitments made during FY15 totaling \$512,818 were not contracted at fiscal year end due to ongoing negotiations.

RECOMMENDED CHANGES

No substantive changes

COMMUNITY DEVELOPMENT INVESTMENT GRANTS

STATUS

- Active

INCEPTION

WEDC FY13

PROGRAM GOAL

The Community Development Investment Grant (CDI) program will support local initiatives with a downtown emphasis and incentivize economic development for communities. These initiatives are anticipated to provide a number of benefits, including the following:

- The creation and retention of jobs, increases to the local tax base, and the creation of a strong commercial district
- The promotion of vibrant downtown districts that symbolize economic health, quality of life, sense of community, pride and history which are relevant factors in residential, industrial, commercial, and professional recruitment
- Reductions in sprawl and efficient use of infrastructure, tax dollars, and land resources
- The promotion of traditional commercial districts
- This program supports the following WEDC Core Strategy:

Strategy 1.5: Align community development resources (Main Street, public infrastructure investment) to support WEDC objectives.

PROGRAM DESCRIPTION

The program supports urban, small city and rural community redevelopment efforts by providing financial incentives for shovel-ready projects with emphasis on, but not limited to, downtown community driven efforts. Funded activities should lead to measurable benefits in job opportunities, property values and/or leveraged investment by local and private partners. This grant opportunity is available through two different competitions: high-impact projects and planning or marketing development.

INCENTIVES AND AVAILABLE FUNDING

\$ 4,500,000

The grants will be limited to 25% of project costs up to \$500,000.

Funds will be awarded through a competitive application process. The program will hold one or more competitive processes for high impact projects and for planning or marketing development. All awards will be judged on merit and be made at WEDC's discretion.

EXPECTED OUTCOMES

This program is expected to assist 20 communities, achieve a 10:1 leverage ratio and result in tax base increases.

FY15 PROGRAM ACTIVITY

CONTRACTED IN FY15			
When Committed	Awards	Award Amount	Leverage Ratio
From a prior fiscal year	15	\$4,005,790	19:1
From current fiscal year	8	\$1,484,956	3:1
TOTAL	23	\$5,490,746	15:1

- Eleven commitments made during FY15 totaling \$2,908,046 were not contracted at fiscal year end due to ongoing negotiations.

RECOMMENDED CHANGES

No substantive changes

IDLE INDUSTRIAL SITES REDEVELOPMENT

STATUS

- Active

INCEPTION

WEDC FY14

PROGRAM GOAL

The Idle Industrial Sites Program is intended to stimulate investment and job creation in idle, abandoned and underutilized manufacturing sites which due to scale and complexity cannot be redeveloped solely by the private sector. WEDC seeks projects that will enable its financial participation to make underutilized sites more attractive to developers, site selectors and end users so that the distressed property can be placed in a higher use that boosts community investment and generates jobs.

This program supports the following WEDC strategic action:

- Strategy 1.5: Align community development resources (Main Street, public infrastructure investment) to support WEDC objectives.

PROGRAM DESCRIPTION

The program offers grants of up to \$1,000,000 to Wisconsin communities for implementation of redevelopment plans for large industrial sites that have been idle, abandoned, or underutilized for a period of at least five years. Approved projects can use funds for demolition, environmental remediation, or site-specific improvements defined in a redevelopment plan to advance the site to shovel ready status or enhance the site's market attractiveness.

ELIGIBILITY REQUIREMENTS

The Applicant:

- Must be a city, village, town, redevelopment authority, community development authority, or other government entity that has completed an approved redevelopment plan for the targeted project site.

The Project Site:

- Must exceed 10 acres and had long term (over 25 years) commercial or industrial usage.
- Applicants must own the targeted site or demonstrate the legal ability to access the property and perform the work proposed in the application.

Eligible Costs:

- Grant funds can be used for demolition, environmental remediation, or site-specific improvements defined in a redevelopment plan. Eligible costs are determined during the review process, and soft costs are excluded from consideration.
- Grant funds may not be used for environmental work occurring on properties in which the current owner is also a causer who possessed or controlled the contaminant(s) on the site.

- Grant funds may not be used to pay for activities that were conducted prior to a decision being rendered by WEDC on the application.
- WEDC funds cannot exceed 30 percent of total project costs.

Preference will be given to sites that are located in high-density urban areas or in central business districts. An approved redevelopment plan demonstrating strong potential for significant measurable economic benefits such as increased generation of property taxes and the creation of full-time permanent jobs will increase the competitiveness of a proposed project.

INCENTIVES AND AVAILABLE FUNDING

\$ 3,000,000

The incentives in this program are grants of up to \$1,000,000 for idle site redevelopment.

EXPECTED OUTCOMES

Assist four communities, leveraging a 10:1 investment ratio.

FY15 PROGRAM ACTIVITY

CONTRACTED IN FY15			
When Committed	Awards	Award Amount	Leverage Ratio
From current fiscal year	4	\$3,417,250	7:1
TOTAL	4	\$3,417,250	7:1

RECOMMENDED CHANGES

No substantive changes

MAIN STREET AND CONNECT COMMUNITIES

STATUS

- Active

INCEPTION

1987 Wisconsin Main Street Act; Wisconsin Statutes §238.127

PROGRAM GOAL

Recognizing that healthy downtowns and urban commercial districts are important to local economies and quality of life for residents, WEDC participates in the National Trust for Historic Preservation's Main Street Program which advocates restoration of the historic character of downtowns while pursuing traditional strategies such as marketing, business recruitment and retention, real estate development, market analysis and public improvements. This program supports the following WEDC strategic action:

- Strategy 1.5: Align community development resources (Main Street, public infrastructure investment) to support WEDC objectives.

PROGRAM DESCRIPTION

WEDC provides technical assistance to communities in the planning, management, and implementation of strategic development projects in downtowns and urban neighborhoods. This includes Main Street support and expanded to include a new downtown assistance program, Connect Communities, which is aimed at supplementing the Main Street Program by expanding services to more downtowns across the state. WEDC will maintain partnerships and develop new ones with other state and local public and private entities such as the Wisconsin Downtown Action Council, UW-Extension and USDA Rural Development to provide services to municipalities undertaking downtown revitalization.

ELIGIBILITY REQUIREMENTS

Eligible entities for Connect Communities and Main Street communities are communities with a central or core business district and demonstrated local commitment.

Seven criteria used to select eligible Main Street communities are outlined in the Main Street application and scoring guidelines.

1. **Organizational capability:** An applicant's ability to bring financial and volunteer resources together according to the National Main Street Center's four point approach to downtown revitalization.
2. **Public Sector Commitment:** The participation from local government in the form of financial and staff commitment to the local downtown revitalization effort.
3. **Private Sector Commitment:** The participation from local businesses and individuals in the form of financial and volunteer commitment to the local downtown revitalization effort.
4. **Financial Capacity:** The ability of the community to bring together comprehensive financial resources to adequately support the downtown revitalization program. This includes funds to employ a local program manager to manage the effort for at least 5 years. Communities with populations of 5,000 or more must employ a full-time, paid program manager and meet a minimum budget requirement. Communities of less than 5,000 must employ a half-time program manager and meet a minimum budget requirement. A community's ability and commitment to hiring design consultants and providing training will also be taken into consideration.

5. Need: Applicants must show that they need the Main Street Program. This need is exhibited by vacancy rate, excessive competition from competing areas, blight, inappropriate history of design projects, and business mix issues.
6. Physical capacity: An applicant's ability to show that they have sufficient building stock, businesses and a recognizable downtown district.
7. Historic integrity: An applicant's existing historic resources in the downtown and genuine interest in saving and restoring their historic structures. WEDC will employ a design specialist to assist Main Street communities with design plans.

In addition to these criteria, local Main Street communities must commit to training and sharing downtown revitalization information with communities that do not participate in the Main Street Program.

INCENTIVES AND AVAILABLE FUNDING

\$250,000 (staff and non-aids contracting)

This investment covers administration, staff resources and outside consulting services. No funding is provided directly to communities. Technical assistance is given in the form of training, façade renderings, small business consultations, and hiring of outside consultants to address topics such as business recruitment and retention, branding, historic preservation planning and event development.

EXPECTED OUTCOMES

Assist 35 Main Street communities and 60 Connect Communities and provide consulting services to 90 small businesses.

FY15 PROGRAM ACTIVITY

- Provided assistance to 36 Main Street Communities and 36 Connect Communities.
- Announced one new Main Street Community and 22 new Connect Communities.
- Provided substantive technical assistance to 79 businesses.

RECOMMENDED CHANGES

No substantive changes

CERTIFIED SITES

STATUS

- Active

INCEPTION

WEDC FY12

PROGRAM GOAL

The Certified Sites Program closes a critical gap in Wisconsin's competitiveness with other states. Certified sites also increase the site viability for projects by removing unknowns about a site, and by accelerating the site due diligence and implementation timeline.

This program supports the following WEDC strategic action:

- Strategy 1.3: Deploy supporting tools to foster local and state performance, reduce costs of economic development, and produce a competitive advantage for Wisconsin. These statewide tools include: a common retention survey tool, a state level sites and local database, statewide measurement and evaluation statewide branding and marketing, and regional revolving loan funds.

PROGRAM DESCRIPTION

In partnership with a site selector consultant and community partners, the Certified Sites Program provides consistent standards for industrial site certification in Wisconsin. Certification means that the key approvals, documentations, and assessments most commonly required for industrial uses will already be in place to assist businesses quickly locate on site. Through evaluation against the developed criterion, the program will identify premium, ready for development sites throughout Wisconsin that will improve the state's ability to compete for large impact industrial development and expansion projects.

ELIGIBILITY REQUIREMENTS

Wisconsin communities, organizations, or individuals with a site which has a minimum of 20 contiguous, developable acres.

INCENTIVES AND AVAILABLE FUNDING

The incentive offering in this program is technical assistance in the form of educating partners on key aspects of site development, site marketing, and response to a site search, which are paid for by the applicants.

EXPECTED OUTCOMES

No new sites are expected to be certified in FY15, however it is expected that up to eight new sites will begin the process. WEDC will continue to promote the existing 13 Certified Sites.

FY15 PROGRAM ACTIVITY

- Two new sites were certified in FY15.
- Two new projects were announced at existing Certified Site locations.

RECOMMENDED CHANGES

No substantive changes

TECHNOLOGY DEVELOPMENT LOANS

STATUS

- Active

INCEPTION

WEDC FY12

PROGRAM GOAL

The Technology Development Loan (TDL) Program goal is to support the capital needs of technology based startup and emerging growth Wisconsin businesses with significant long term economic benefit to the state.

This program supports the following WEDC Core Strategy:

- Strategy 5: Accelerate entrepreneurship and innovation in Wisconsin through aggressive development of research and development and early-stage capital availability and managerial talent.

PROGRAM DESCRIPTION

The program provides direct financial assistance to startup and emerging growth companies in Wisconsin that are developing and commercializing innovative products and services. The funds can be used as working capital and may require a minimum leverage of 3:1 for the business development project or funding round under consideration. Funding levels are dependent on the stage of growth.

ELIGIBILITY REQUIREMENTS

The program maintains various lending criteria depending on the stage of company product development. Applications are evaluated for financial need, market barriers to entry, the economic impact to Wisconsin and other relevant factors.

INCENTIVES AND AVAILABLE FUNDING

\$4,750,000

Funding will be provided in the form of loans and drawn from two funding sources:

- \$3,000,000 from state funds
- \$1,750,000 in federal State Small Business Credit Initiative (SSBCI) funds (Wisconsin Venture Debt Fund)

Use of federal SSBCI funding has specific requirements for the release of funds and reporting requirements. The funding source utilized will be based on the ability of the proposed project and funding structure to meet federal funding eligibility requirements.

EXPECTED OUTCOMES

Assist 20 companies and leverage at least 3:1 in additional investment over the near term.

FY15 PROGRAM ACTIVITY

CONTRACTED IN FY15			
When Committed	Awards	Award Amount	Leverage Ratio
From a prior fiscal year	5	\$1,146,780	9:1
From current fiscal year	10	\$2,052,000	7:1
TOTAL	15	\$3,198,780	8:1

- Six commitments made during FY15 totaling \$1,915,000 were not contracted at fiscal year end due to ongoing negotiations.

RECOMMENDED CHANGES

The 2015-2017 Biennial Budget (2015 Act 55) requires WEDC to limit loan originations to \$3 million in state funds annually.

CAPITAL CATALYST

STATUS

- Active

INCEPTION

WEDC FY12

PROGRAM GOAL

The Capital Catalyst Program is designed to stimulate capital investment at a local and regional level, to support research and development to commercialization, and to increase the number of high potential start-ups in the state.

This program supports the following WEDC core strategy:

- Strategy 5: Accelerate entrepreneurship and innovation in Wisconsin through aggressive development of research and development and early-stage capital availability and managerial talent development.

PROGRAM DESCRIPTION

The program provides matching grants to seed funds managed by local communities and other eligible entities to provide capital to high growth startups and emerging growth companies. The Capital Catalyst Program increases the availability of capital to startups and emerging growth companies to support growth and attract additional private investment.

ELIGIBILITY REQUIREMENTS

Applicants for Capital Catalyst funds must demonstrate organizational capability, the availability of entrepreneurial support to achieve the goals of their program, and experience administering mentoring programs. Capital Catalyst fund recipients may include communities, organizations or other entities. Applicants should have an established investment/selection committee, investment/funding criteria, and application process. Eligibility for the program requires a 1:1 match of the amount of funding provided by WEDC. Investment/funding decisions will focus on assistance to companies in industry sectors including but not limited to advanced manufacturing, agriculture or food processing, information systems or software, medical devices, biosciences and energy.

INCENTIVES AND AVAILABLE FUNDING

\$2,000,000

The program provides grants to approved Capital Catalyst recipients that establish seed funds and meets the eligibility requirements of the program.

EXPECTED OUTCOMES

Assist five organizations to support the financing of 55 startup and emerging growth companies, and impact 70 jobs. The program will maintain an average co-investment ratio of 1:1 and a further leverage ratio from company financing of 3:1.

FY15 PROGRAM ACTIVITY

CONTRACTED IN FY15					
When Committed	Awards	Award Amount	Businesses to be Assisted	Leverage Ratio	Expected Recipient Leverage Ratio
From a prior fiscal year	1	\$460,000	20	1:1	3:1
From current fiscal year	1	\$200,000	6	2:1	3:1
TOTAL	2	\$660,000	26	1:1	3:1

- Four commitments made during FY15 totaling \$1,600,000 were not contracted at fiscal year end due to ongoing negotiations.

RECOMMENDED CHANGES

No substantive changes

SEED ACCELERATOR

STATUS

- Active

INCEPTION

WEDC FY13

PROGRAM GOAL

The Seed Accelerator Program is designed to encourage the formation of local not-for-profit seed accelerator programs in communities throughout the state, and to increase the quantity, quality and success rate of high growth startup companies in Wisconsin.

This program supports the following WEDC Core Strategy:

- Strategy 5: Accelerate entrepreneurship and innovation in Wisconsin through aggressive development of research and development and early-stage capital availability and managerial talent development.

PROGRAM DESCRIPTION

The seed accelerator model for entrepreneurial development is designed to increase the outcomes for sustainability and growth of startup companies, typically in technology-based industries. In a seed accelerator, classes of entrepreneurial teams enroll in a defined program over a certain period of time (typically 3-6 months). Participants are provided with small amounts of financing, experienced hands-on mentorship, educational programming, visibility to investors and other resources, along with processes for market and customer validation, and for developing and testing the commercial viability of an idea. The Seed Accelerator Program provides an entity operating a local not-for-profit seed accelerator with grant funding used to support the participating companies. Operational expenses of the accelerator may also be eligible for grant funding.

ELIGIBILITY REQUIREMENTS

The program is designed to primarily support companies in technology industry sectors including, but not limited to, advanced manufacturing, agriculture or food processing, information systems or software, medical devices, biosciences and renewable/green energy. Entities eligible for Seed Accelerator funds will operate as not-for-profits and may include communities, organizations or other entities that operate a seed accelerator program in Wisconsin.

INCENTIVES AND AVAILABLE FUNDING

\$1,000,000

The program provides funding for the following eligible uses:

- Operating costs: up to \$50,000 as a grant for accelerator startup costs for operational expenses pre-approved by WEDC. Eligible costs may include program manager training, curriculum development or other expenses related to initiating operations.
- Grants for company capital: up to \$300,000 as a grant to Seed Accelerator recipients to provide capital to the companies in the accelerator. The amount of funding per company is limited to \$50,000 per fiscal year, and may be awarded for a maximum of three years.

EXPECTED OUTCOMES

Assist six organizations to support 30 business startups and early stage companies, maintain an average co-investment ratio of 1:1, and impact 45 new jobs.

FY15 PROGRAM ACTIVITY

CONTRACTED IN FY15				
When Committed	Awards	Award Amount	Businesses to be Assisted	Leverage Ratio
From a prior fiscal year	1	\$300,000	6	1:1
From current fiscal year	8	\$758,557	51	1:1
TOTAL	9	\$1,058,557	57	1:1

- During FY15, the program budget was amended up to \$1,300,000.
- Four commitments made during FY15 totaling \$495,500 were not contracted at fiscal year end due to ongoing negotiations.

RECOMMENDED CHANGES

No substantive changes

ENTREPRENEURIAL MICRO-GRANTS

STATUS

- Active

INCEPTION

WEDC FY13

PROGRAM GOAL

The Entrepreneurial Micro-grant Program allows entrepreneurs and small business owners to access services delivered by trained professionals to assist with obtaining federal grant dollars and developing a business model that improves their prospects for success.

This program supports the following WEDC Core Strategy:

- Strategy 5: Accelerate entrepreneurship and innovation in Wisconsin through aggressive development of research and development and early-stage capital availability and managerial talent development.

PROGRAM DESCRIPTION

The program provides funding to statewide entities to deliver micro-grants to clients for specific services including assistance in applying for federal Small Business Innovation Research/Small Business Technology Transfer (SBIR/STTR) grants, development of commercialization plans and business planning education. These micro-grants are currently administered exclusively by the Center for Technology Commercialization (formerly Wisconsin Entrepreneurs' Network). Commercialization Planning Assistance and SBIR/STTR Assistance are provided by CTC, while the Entrepreneurial Training Program is provided by the Small Business Development Centers (SBDC). The Entrepreneurship Training Program is an 8- to 12-week course offered periodically by SBDCs that provides assistance with business plan development to current or prospective business owners.

ELIGIBILITY REQUIREMENTS

An eligible entity applying to WEDC to administer the Entrepreneurial Micro-grants must have the expertise and capability of serving a statewide network of entrepreneurs. The SBIR/STTR Assistance and Commercialization Planning Assistance micro-grants are available to those starting or expanding a technology-based or research-oriented business or to firms located in Wisconsin that rely on the use of technology. Applicants must provide at least a 25 percent cash match per each micro grant. Eligible projects include:

- Development of an SBIR/STTR Phase I or Phase II proposal or other federal funding proposal;
- Development of an SBIR/STTR Phase II Commercialization Plan or a comprehensive business plan; or
- Procurement of a CTC-approved market research study in support of a commercialization or business plan.

INCENTIVES AND AVAILABLE FUNDING

\$200,000

Microgrants range between \$750 and \$4,500 depending on the activity.

EXPECTED OUTCOMES

Provide assistance to 125 businesses.

FY15 PROGRAM ACTIVITY

The program administered through CTC assisted 141 businesses.

RECOMMENDED CHANGES

No substantive changes

QUALIFIED NEW BUSINESS VENTURE CERTIFICATION/EARLY STAGE BUSINESS INVESTMENT

STATUS

- Active

INCEPTION

2005 Wisconsin Act 255

PROGRAM GOAL

The Early Stage Business Investment Program promotes development of research and development and early-stage capital availability by providing tax credit incentives for private equity investment in technology based Wisconsin businesses with significant long term growth potential.

This program supports the following WEDC Core Strategy:

- Strategy 5: Accelerate entrepreneurship and innovation in Wisconsin through aggressive development of research and development and early-stage capital availability and managerial talent development.

PROGRAM DESCRIPTION

The program provides tax credits to eligible angel and venture fund investors who make cash equity investments in qualified early stage businesses. If all eligibility requirements are met, investors receive a Wisconsin income tax credit equal to 25 percent of the value of the investment made in the certified company. The investments incented by this program provide the capital necessary for emerging growth companies to develop new products and technologies, move products to market and provide high quality jobs in Wisconsin.

ELIGIBILITY REQUIREMENTS

Qualified New Business Venture (QNBV) Certification

QNBV certification allows businesses to offer their equity investors the angel or early stage seed income tax credits as an incentive for investing in their business. WEDC maintains flexibility in evaluating applications for certification to protect the intent of the QNBV Program in focusing on economic development, particularly incentivizing in-state investors, in Wisconsin. A business desiring certification shall submit an application to WEDC. The business shall specify in its application the investment amount it wishes to raise. WEDC may certify the business and determine the amount that qualifies for tax credits under this program. A business may be certified, and may maintain such certification, only if it meets certain requirements such as a minimum requirement of employees located in the state.

Fund Manager Certification

A certified fund manager is eligible for early stage seed tax credits when making investments in QNBV certified companies. An investment fund manager desiring certification for a specific fund shall submit an application to WEDC which shall be evaluated for certain criteria.

INCENTIVES AND AVAILABLE FUNDING

The maximum amount of credits that may be claimed in CY15 is \$40,500,000.

The aggregate amount of investment in any one qualified new business venture that may qualify for tax credits under the program is limited to \$8,000,000 or a different amount determined by the Division at the time of certification or recertification. The aggregate amount of tax credits under the Angel Tax Credit section that may be claimed for investments in businesses is limited to \$20,000,000 per calendar year for calendar years beginning after December 31, 2010. Section 238.15(3)(d) provides an additional credit of \$250,000 for investments in nanotechnology. The aggregate amount of tax credits under the Early Stage Seed Credit section that may be claimed for investments in businesses is limited to \$20,500,000 per calendar year for calendar years beginning after December 31, 2010. Section 238.15(3)(d) provides an additional credit of \$250,000 for investments in nanotechnology. An angel, angel network, and investors in a certified fund manager are each eligible for a 25 percent tax credit for making investments in QNBVs.

EXPECTED OUTCOMES

Certify 30 new businesses, and result in a 10:1 private investment leveraged per credit issued.

FY15 PROGRAM ACTIVITY

CONTRACTED IN FY15		
When Committed	Awards	Award Amount
From current fiscal year	25	\$17,848,750
TOTAL	25	\$17,848,750

- Nine commitments totaling \$4,494,630 were not contracted at fiscal year end due to ongoing negotiations.
- Seven qualified venture funds were certified during FY15; one qualified venture fund had not contracted at fiscal year end.

RECOMMENDED CHANGES

The 2015-2017 Biennial Budget (2015 Act 55) makes several changes to the QNBV Program:

- Consolidates the two separate allocations into one pool of available credits
- Reduces in the total annual credit allocation from \$40.5M to \$30M
- Restrictions on carry-forward balances:
 - Stipulates that any unallocated credits from a calendar year will no longer be carried forward to subsequent years for future use
 - Eliminates the existing accumulated balance of unallocated credits
- Permits WEDC to reallocate unused QNBV tax credits during the correlating calendar year to the new Business Development Tax Credit Program with approval by JFC
- Allows WEDC to increase credit transfer fees from one percent to up to five percent of the amount of the credit
- Changes statutory language from “proprietary technology” to “differentiating technology”, which broadens the language for eligibility to better fit the current profile of companies WEDC serves

- Creates an exception to imposing a penalty on a QNBV that locates more than 51 percent of its employees or payroll outside the state if WEDC determines that the business's investment and employment levels in the state have not diminished
- Includes a grandfather exception for credit repayment penalties for certain businesses who received certification prior to the existing clawback provision becoming law. The grandfather provision would exempt from penalty businesses that execute convertible notes as long as they were certified prior to April 20, 2012

SBIR/STTR MATCHING GRANT

STATUS

- Active

INCEPTION

WEDC FY15

PROGRAM GOAL

The SBIR/STTR Matching Grant Program supports and attracts technology-based small businesses in developing innovative technologies and advancing toward commercialization. Funding from the SBIR/STTR matching grants provides capital to small businesses whose innovations have been validated through an award from a highly competitive federal grant program. The WEDC-funded match allows these companies to continue to advance toward commercialization, and fill critical gaps in funding for activities such as market research and patent development that are restricted under the federal award.

This program supports the following WEDC core strategy:

- Strategy 5: Accelerate entrepreneurship and innovation in Wisconsin through aggressive development of research and development and early-stage capital availability and managerial talent development.

PROGRAM DESCRIPTION

The program provides funds to technology-based businesses in or relocating to Wisconsin by matching a portion of Phase I and/or Phase II awards under the federal Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) Programs provided through an annual competition. The program will be administered by the Center for Technology Commercialization (CTC).

ELIGIBILITY REQUIREMENTS

The federal SBIR Program provides over \$2.5 billion annually in grants from 11 federal agencies designed help small businesses create and commercialize new innovations and technologies. The program consists of three phases:

- Phase I awards range from \$75,000 to \$150,000 to support feasibility study.
- Phase II awards range from about \$250,000 to \$1,000,000 to support full research and development.
- Phase III entails commercialization supported by funding outside of the federal program.

Wisconsin businesses that are Phase I or Phase II recipients of federal SBIR/STTR funding may apply for a matching grant.

Out-of-state businesses may apply for and receive funding contingent on the company relocating to Wisconsin within 90 days of receiving the matching grant funding.

Businesses may receive matching grants for both Phase I and Phase II awards, but the program will primarily support first-time recipients of a federal award for the phase for which a matching grant is pursued. The matching grant is intended to support eligible activities including but not limited to customer validation activities, market research, intellectual property assessment and feasibility assessment. Awardees may be required to participate in CTC-delivered business modeling training as a condition of the matching grant. Recipients are required to maintain their Wisconsin location for a minimum of five years after receipt of the final disbursement of funds.

INCENTIVES AND AVAILABLE FUNDING

\$1,000,000

The SBIR/STTR Matching Grant Program will provide awards of up to 50 percent of the amount of federal Phase I or Phase II funding awards. The grant must be used for new and additional work tasks that relate to the project granted the federal award.

EXPECTED OUTCOMES

Assist 10 businesses, support the creation of 10 new jobs and achieve at least a leverage to federal grants of 3:1.

FY15 PROGRAM ACTIVITY

- The program administered through CTC assisted 19 businesses.
- During FY15, the program budget was amended up to \$1,300,000.

RECOMMENDED CHANGES

No substantive changes

EXPORTECH™

STATUS

- Active

INCEPTION

WEDC FY12

PROGRAM GOAL

The key to success in international markets is preparedness and the goal of ExporTech™ is to better position companies for success in the global economy. In order to further assist and provide Wisconsin manufacturers with hands-on strategic export development, ExporTech is designed help Wisconsin companies take a more proactive approach to export markets.

This program supports the following WEDC strategic action:

- Strategy 6.1: Develop new to export programming to increase the number of Wisconsin firms exporting.

PROGRAM DESCRIPTION

In order to support the export capabilities of Wisconsin companies, WEDC partners with Wisconsin Manufacturing Extension Partnership (WMEP) and Northwest Wisconsin Manufacturing Outreach Center (NWMOC) to offer financial and technical assistance through the ExporTech Program. There is currently an array of ExporTech-related services available to provide further value added assistance to economic development partners and companies, throughout the state, relating to the export imperative.

ExporTech Lite is geared towards economic development and other multiplier partners throughout the state in order to provide them with the tools to better evaluate, pre-qualify and discuss the export development needs of the companies in their region and to help feed companies into the ExporTech sessions.

ExporTech is a proven export strategy development program designed to speed a company's 'go to market' timeline by developing a customized international growth plan for the company's product in key markets. Participating companies receive access to topic matter experts, individualized coaching and consulting, customized support and guided development of an international growth plan. The program provides a unique focus on CEO/top management success factors and aims to provide companies with early export success at a reduced risk. Each program takes place over a three month period.

ExporTech Boost is designed to provide companies that go through the ExporTech process with an extended export lifeline at the completion of the process in order to further support them in implementing their export plan into their overall corporate strategy.

ELIGIBILITY REQUIREMENTS

Eligible ExporTech companies must be established businesses operating in Wisconsin that manufacturer, process, assemble and/or distribute a product or perform a service with a potential to be exported. The company does not need to be headquartered in Wisconsin but must have export-related operations located within the state. The company may be new-to-export or have some export experience; however, is operating without a formal export plan. Executive level (C-level, President, Owner, decision maker) involvement and participation is required.

INCENTIVES AND AVAILABLE FUNDING

\$226,250

Scholarship Funding

WEDC will fund scholarships for eligible participants for 50 percent of ExporTech costs, up to \$5,000.

Market Assessment Funding

In order to further support export plan implementation, in-market research/due diligence, and utilization of our Global Trade Network, ExporTech graduate companies will receive a formal market assessment in one of their target markets by WEDC's Global Network.

EXPECTED OUTCOMES

Deliver ExporTech programming to 40 new-to-export or new-to-market companies.

FY15 PROGRAM ACTIVITY

Thirteen businesses completed the course.

RECOMMENDED CHANGES

No substantive changes

GLOBAL BUSINESS DEVELOPMENT GRANTS

STATUS

- Active

INCEPTION

WEDC FY12

PROGRAM GOAL

The Global Business Development Program grants aid the growth and expansion of the state's exports by providing matching grant funding to Wisconsin businesses and statewide entities for executing their medium to long term export strategies.

This program supports the following WEDC strategic action:

- Strategy 6.1: Develop and deploy new to export programming to increase the number of Wisconsin firms exporting.

PROGRAM DESCRIPTION

The program consists of the International Market Access Grant (IMAG) and the Collaborative Market Access Grant (CMAG). The program provides funding to support a company's specific export development and deployment strategy. The CMAG aids these efforts through an industry focused intermediary.

ELIGIBILITY REQUIREMENTS

IMAG:

- Must be an established business operating in Wisconsin that manufactures, processes, assembles and/ or distributes a product or performs a service with a potential to be exported. The company does not need to be headquartered in Wisconsin but must have export-related operations located within the state.
- Self certify that at least 35 percent of manufactured value of the product or of the performance value of the service is provided in the United States. The program provides an excel tool to help determine this eligibility requirement.
- The company must be new to exporting or expanding into a new international market.

CMAG:

- Eligible recipients of a CMAG include industry associations, alliances, agencies, regional economic development organizations, or other state/local departments who are invited to apply.
- Collaborators must provide a compelling case for the partnership for how the project will benefit Wisconsin companies with international exports, demonstrate organizational support for the administration of the project, and provide an explanation for why their services are needed and how these grant funds will make an impact.
- The companies benefiting from these funds must comply with the eligibility requirements of IMAG.

INCENTIVES AND AVAILABLE FUNDING

\$1,200,000

- Wisconsin companies may take advantage of both programs but may not use both to fund the same project.
- GBDP funds may not be used to finance a WEDC Trade Venture or Mission.

EXPECTED OUTCOMES

Assist 80 businesses

- IMAG: 60 grants to Wisconsin companies.
- CMAG: 4 grants to Wisconsin organizations to assist 20 companies (5 companies each).

FY15 PROGRAM ACTIVITY

CONTRACTED IN FY15		
When Committed	Awards	Award Amount
From a prior fiscal year	11	\$90,022
From current fiscal year	50	\$1,169,078
TOTAL	61	\$1,259,100

- Eleven commitments totaling \$195,700 were not contracted at fiscal year end due to ongoing negotiations.

RECOMMENDED CHANGES

No substantive changes

GLOBAL TRADE VENTURE PROGRAM

STATUS

- Active

INCEPTION

WEDC FY15

PROGRAM GOAL

The intent of the Global Trade Venture Program is to accelerate the growth of Wisconsin exports and the number of Wisconsin companies exporting by providing direct access to key international buyers and assisting in the development of market entry and expansion strategy plans.

This program supports the following WEDC core strategy:

- Strategy 6.1: Develop and deploy new-to-export programming to increase the number of firms exporting.

PROGRAM DESCRIPTION

The program provides Wisconsin companies with access to expertise in target markets to realize export opportunities and to accelerate export sales.

WEDC's market development directors lead Wisconsin companies on single- or multiple-country global trade ventures, providing each participating company with a suite of in-market services executed by WEDC's authorized trade representatives. The services of the U.S. Commercial Service and/or other independent contractors may be required to execute services for a trade venture. Program funds help support the cost of country-specific business services to eligible Wisconsin companies by offsetting the cost of the venture.

ELIGIBILITY REQUIREMENTS

Participants must be an established businesses operating in Wisconsin that manufacture, process, assemble and/or distribute a product or perform a service with the potential to be exported. The company does not need to be headquartered in Wisconsin, but must have export-related operations located within the state. Service companies such as engineering, architectural, information technology, scientific research and other "exportable" services are eligible for support under this program.

International professional business service providers or economic development entities seeking to build their international network or to support client companies participating in a trade venture may participate. However, these service providers will not be eligible for funding to support the in-market service package, and they will pay full price to participate in the venture, unless they can demonstrate they are expanding their "exportable" international business.

INCENTIVES AND AVAILABLE FUNDING

\$360,000 (non-aids)

The budget encompasses the total costs of program implementation, including administrative, marketing, in-market services and other costs associated with staff and subject matter experts' travel. WEDC will cover a portion of the business service package cost to eligible Wisconsin companies. WEDC will negotiate a reduced rate package for eligible businesses depending on the specific services to be offered. Ineligible companies may participate by paying the full market price of the trade venture package.

Services are determined based on the market and business need. Services may include but are not limited to:

- market assessment;
- partner search (customer, dealer, distributor, representative, agent, licensee, employee);
- translation/interpreting; and
- activities to foster cultural understanding of customers or consumers.

EXPECTED OUTCOMES

Support five global trade ventures in WEDC's target markets and assist 20 businesses.

FY15 PROGRAM ACTIVITY

WEDC led two Global Trade Ventures and assisted 12 businesses.

RECOMMENDED CHANGES

No substantive changes

TRANSFERRED, CONSOLIDATED AND WITHDRAWN PROGRAMS

WEDC continues to manage awards made under programs that have been consolidated, discontinued or withdrawn during past fiscal years. In several instances, programs were withdrawn in an effort to eliminate inactive programs, minimize confusion among businesses and remove duplicative administrative costs associated with programs that served similar purposes. To ensure that current programs and services are accessible to, and meet the needs of, businesses and communities throughout the state, WEDC considered the goals and purposes of consolidated and repealed programs when developing its strategic and operating plans.

ECONOMIC DEVELOPMENT PROGRAMS TRANSFERRED

No programs were transferred in FY15.

WITHDRAWN AND CONSOLIDATED PROGRAMS

Previous programs that have been withdrawn or consolidated in FY15 are listed below. Please see WEDC program descriptions for information on current programming that serves similar target industries and activities.

Emergency Loan Guarantee for Certified Propane Dealers

This emergency program expired on June 30, 2014, but may be reinstated if need arises.



DEPARTMENT OF ADMINISTRATION

Secretary Scott Neitzel

AGENCY CONTACT:

Lisa Marks, Division of Housing
608.267.0770

Dawn Vick, Division of Intergovernmental Relations
608.266.7043

AMERICAN INDIAN ECONOMIC DEVELOPMENT TECHNICAL ASSISTANCE GRANT

STATUS

- Active

INCEPTION

July 1, 2012

PROGRAM GOAL

According to Wisconsin state statute § 16.29(1), the purpose of the program is to partially fund a program to provide technical assistance for economic development on Indian reservations.

PROGRAM DESCRIPTION

Grants to the Great Lakes Inter-tribal Council (GLITC) to partially fund a program for the following businesses: a tribal enterprise, an Indian business that is located on an Indian reservation, and an Indian business that is not located on an Indian reservation but that directly benefits the economy of an Indian reservation. Technical assistance provided: management assistance to existing businesses; start-up assistance to new businesses, including the development of business and marketing plans and assistance in securing development financing; technical assistance to new and existing businesses in gaining access to tribal, state and federal business assistance and financing programs. The program may not provide technical assistance for a commercial gaming and gambling activity. As a condition of receiving a grant, GLITC shall annually prepare a report on the technical assistance program and submit the report to the department.

ELIGIBILITY REQUIREMENTS

Wisconsin State Statute dictates that the grant will be given to the Great Lakes Inter-Tribal Council.

INCENTIVES AND AVAILABLE FUNDING

\$79,500 annual grant to GLITC per state statutes

EXPECTED OUTCOMES

Each year, GLITC sends a plan of work to the Department (DOA) along with a proposed budget of how they will spend the funds and with measurable goals.

FY15 PROGRAM ACTIVITY

Assist 32 businesses and entrepreneurs per year with economic feasibility studies and 48 individuals and businesses with business development and financial literacy training.

RECOMMENDED CHANGES

Monitor the types of businesses receiving assistance to see if more advanced technical assistance is needed.

COMMUNITY DEVELOPMENT BLOCK GRANT-COMMUNITY DEVELOPMENT

STATUS

- Active

INCEPTION

Title 1 of the Housing and Community Development Act of 1974

PROGRAM GOAL

To provide resources to units of general local government (UGLGs) throughout Wisconsin to address deficient infrastructure and facilities; alleviate threats to public health, safety and welfare; support revitalization of established neighborhoods and downtown businesses; and improve economic opportunities for low- and moderate-income persons and communities

PROGRAM DESCRIPTION

Community Development Block Grant (CDBG) - Community Development programs include:

- CDBG - Public Facilities (CDBG - PF)
- CDBG - Planning (CDBG - PLNG)

The CDBG Program is administered by the U.S. Department of Housing and Urban Development (HUD). The primary purpose of the Small Cities CDBG Program is the development of viable communities through the provision of decent housing, a suitable living environment and the expansion of economic opportunities, all principally for the benefit of persons of low and moderate income.

The Department of Administration (DOA) is the state's recipient for the Small Cities CDBG Program, meaning, among other things, that DOA monitors and oversees all of the CDBG programs for the state, other than those in entitlement cities or counties. Under a previous administrative agreement executed between the Wisconsin Economic Development Corporation (WEDC) and DOA, WEDC administered—with DOA's oversight—Wisconsin's CDBG-American Recovery and Reinvestment Act (ARRA), CDBG-Community Development and CDBG-Economic Development programs. On July 1, 2013, the DOA Division of Housing began handling all CDBG application and contract management activities. WEDC continues its extensive community and economic development and networking outreach to local communities.

The state Small Cities CDBG - Community Development Program serves non-entitlement UGLGs in Wisconsin. DOA awards grants to UGLGs for public infrastructure projects such as municipal water and sewer improvements; construction of public facilities, such as community and senior centers; slum and blight elimination; and community planning activities.

FY15 PROGRAM ACTIVITY

Investment in public infrastructure and community planning

CDBG-PF new/improved infrastructure or facilities:

- Four communities assisted
- 16,400 persons served

CDBG-PF new/improved public infrastructure:

- 21 communities assisted
- 25,202 persons served

CDBG-PF new/improved public facilities:

- One community assisted
- 2,052 persons served

CDBG-PF demolition, site clearance or cleanup:

- Two communities assisted
- 35,353 persons served

CDBG-PLNG:

- One community assisted
- Since CDBG data are compiled at contract closeout and reported on the program-year basis, performance data do not reflect the time period covered by the state fiscal year, but rather are based on HUD's program year of April 1, 2014, to March 31, 2015.

RECOMMENDED CHANGES

DOA continues to update program guidelines and administrative processes. This includes additional technical assistance to communities on reporting requirements.

COMMUNITY DEVELOPMENT BLOCK GRANT-ECONOMIC DEVELOPMENT

STATUS

- Active

INCEPTION

Title 1 of the Housing and Community Development Act of 1974

PROGRAM GOAL

To provide resources to UGLGs throughout Wisconsin to address deficient infrastructure and facilities; alleviate threats to public health, safety and welfare; support revitalization of established neighborhoods and downtown businesses; and improve economic opportunities for low- and moderate-income persons and communities

PROGRAM DESCRIPTION

CDBG - Economic Development programs include:

- CDBG - Economic Development (CDBG - ED)
- CDBG - Public Facilities for Economic Development (CDBG - PFED)
- CDBG - Milk Volume Production (CDBG - MVP) (new awards no longer made under this sub-program)

The CDBG Program is administered by HUD. The primary purpose of the Small Cities CDBG Program is the development of viable communities through the provision of decent housing, a suitable living environment and the expansion of economic opportunities, all principally for the benefit of persons of low and moderate income.

The DOA is the state's recipient for the Small Cities CDBG Program, meaning, among other things, that DOA monitors and oversees all of the CDBG programs for the state, other than those located in entitlement communities. Under a previous administrative agreement executed between WEDC and DOA, WEDC administered—with DOA's oversight—Wisconsin's CDBG-ARRA, CDBG-Community Development, and CDBG-ED programs. On July 1, 2013, the DOA Division of Housing began handling all CDBG application and contract management activities. WEDC continues its extensive community and economic development and networking outreach to local communities.

The CDBG-ED Program serves non-entitlement UGLGs in Wisconsin. DOA awards grants to UGLGs that, in turn, grant or loan funds to local businesses for economic development projects. The controlling federal laws and regulations require that the activity funded must constitute an eligible activity and meet a national objective (benefit persons of low to moderate income, address slum and blight conditions or meet an urgent local need). In addition, at least 70 percent of the state's total funds must be dedicated to the primary objective of benefiting persons of low to moderate income.

FY15 PROGRAM ACTIVITY

Communities and businesses assisted, job creation, job retention, investment in public infrastructure

CDBG-ED:

- One business assisted
- 33 jobs created

CDBG-PFED:

- Nine communities assisted
- 1,022 jobs created

Since CDBG data are compiled at contract closeout and reported on a program-year basis, performance data do not reflect the time period covered by the state fiscal year, but rather are based on HUD's program year of April 1, 2014, to March 31, 2015.

RECOMMENDED CHANGES

None

DEPARTMENT OF AGRICULTURE TRADE AND CONSUMER PROTECTION

Secretary Ben Brancel

AGENCY CONTACTS:

Dan Smith, Division Administrator

Kathy Schmitt, Bureau of Farm Services and Sector Development
608.224.5048

Jen Pino-Gallagher, Bureau of Market Development
608.224.5001

BEGINNING, MINORITY AND UNDERSERVED FARMER ASSISTANCE

STATUS

- Active

INCEPTION

2008

PROGRAM GOAL

Provide outreach and risk management assistance to beginning and minority farmers to increase their sustainability and profitability

PROGRAM DESCRIPTION

- Entity served: individual minority and beginning farmers
- Type of assistance: technical assistance
- Funding source: federal
- Target: Hmong and other minority and beginning farmers
- Eligible activities: provide culturally appropriate outreach and risk management educational workshops to minority farmers, with an emphasis on working with Hmong fresh market producers

ELIGIBILITY REQUIREMENTS

Pest management workshops, food safety training, minority mentor training, organic farming conference and Wisconsin Ginseng Growers Conference

INCENTIVES AND AVAILABLE FUNDING

Offering services and hosting events at no costs to the beginning, minority and underserved farmers

EXPECTED OUTCOMES

- Hosting 10 risk management and food safety workshops for 100 minority fresh market produce growers
- Hosting six “Doctor Is In Series: Building the Foundation for Growing Quality Ginseng” group discussion for 40 Hmong ginseng growers
- Recruiting and providing training to five new Hmong mentors
- Coordinating 50 minority fresh market produce growers to attend the 2015 Midwest Organic and Sustainable Education Service (MOSES) Organic Farming Conference
- Hosting four mini-submits for Hmong fresh market growers to unify and form an organization

FY15 PROGRAM ACTIVITY

- Hosted seven risk management and food safety workshops in Eau Claire, Hatley, La Crosse, Stevens Point and Wausau. Reached 96 minority fresh market produce growers. The remaining workshops will be offered in FY16.

- Hosted three “Doctor Is In Series: Building the Foundation for Growing Quality Ginseng” group discussions in Madison. Reached 18 minority ginseng growers. The remaining group discussions will be offered in FY16.
- Partnered with MOSES and the Farley Center in recruiting 67 beginning, minority and underserved farmers to attend the 2015 MOSES Organic Farming Conference in La Crosse, resulting in the attendees learning information to improve their farming operations
- Recruited six new Hmong mentors and provided them with two-day trainings
- Hosted three mini-submits in Eau Claire, La Crosse and Wausau, attended by a total of 58 Hmong fresh market growers. The Green Bay event was cancelled and will be rescheduled.

RECOMMENDED CHANGES

None

BUY LOCAL, BUY WISCONSIN GRANT PROGRAM

STATUS

- Active

INCEPTION

2008

PROGRAM GOAL

The Buy Local, Buy Wisconsin (BLBW) Grant Program is an economic development program designed to help the Wisconsin agricultural and food industry find ways to reduce marketing, distribution and processing hurdles impeding the expansion of Wisconsin's local food system.

PROGRAM DESCRIPTION

- Funding source: general purpose revenues
- Since 2008, 37 projects have been funded in the areas of infrastructure development, market development, agriculture, tourism, producer development and many more. The average grant size is \$30,000 to entities that have a defined project that will increase sales of local foods and benefit the local food industry as a whole.

ELIGIBILITY REQUIREMENTS

Proposals will be accepted from individuals, groups, businesses and organizations involved in Wisconsin agriculture, Wisconsin food processing, Wisconsin food distribution, Wisconsin food warehousing, Wisconsin retail food establishments, or Wisconsin agricultural tourism. Proposals may involve collaborations or partnerships between producers, food businesses, industry, academia or organizations. Applicants may cooperate with any public or private organization. Projects with broad-reaching impacts will receive higher consideration. Projects should benefit the local food industry and/or the public rather than a single organization, institution, individual or commercial product. Proposed projects should be driven by or supported by local food producers.

INCENTIVES AND AVAILABLE FUNDING

The BLBW grant program has \$200,000 allocated for grant awards annually. Projects must be concluded within two years of contract start date. The maximum grant award is \$50,000 per project. The Department of Agriculture, Trade and Consumer Protection (DATCP) may not make more than one grant award to the same person in the same state fiscal biennium. Grant applicants must provide cash or in-kind match equivalent to or greater than 50 percent of total project costs (1:1 match).

EXPECTED OUTCOMES

- Project demonstrates that it will increase the purchase of Wisconsin food products for sale to local purchasers and includes a way to measure the increase that is directly related to project work
- Project demonstrates economic development in the form of new/retained jobs, new investment, increased sales, etc
- Project shows broad impact
- Project benefits the local food industry and/or the public rather than a single organization, institution, individual or commercial product

- Project directly impacts community development
- Leads to expanded community leadership, increased social capital, more effective nonprofit and/or community-based organizations and/or improved quality of life
- Project benefits clearly demonstrate return on project investment
- Project illustrates a direct benefit to local food producers and local markets
- Will build supply chain infrastructure for building Wisconsin's local food system
- Builds a competitive advantage for Wisconsin agriculture

FY15 PROGRAM ACTIVITY

- Nearly \$6.6 million in new local food sales
- Nearly in \$1.8 million new investments.
- Return on investment greater than 9:1
- 76 jobs created
- 86 jobs retained
- More than 2,160 producers and 1,277 Wisconsin markets benefited

RECOMMENDED CHANGES

None

FARM TO SCHOOL TECHNICAL ASSISTANCE

STATUS

- Active

INCEPTION

2009 (Act 293)

PROGRAM GOAL

The Wisconsin Farm to School Program strengthens local economies by increasing the purchase of Wisconsin-grown and -produced food products for sale to Wisconsin schools, either directly from the producer or through traditional distribution channels, thereby expanding markets for Wisconsin agricultural producers and food entrepreneurs. The Wisconsin Farm to School Program connects schools with farms to provide children with locally produced fresh fruits and vegetables, dairy products, and other nutritious, locally produced foods in school breakfasts, lunches and snacks; help children develop healthy eating habits; provide nutritional and agricultural education; and improve farmers' incomes and direct access to markets.

PROGRAM DESCRIPTION

- Serves: food purchasing organizations and institutional markets
- Program offers: technical assistance
- Funding source: general purpose revenue
- Target: schools, producers and key members of the supply chain such as distributors who serve the school market
- Eligible activities: local procurement for school cafeterias, school gardens, nutrition and agriculture education and activities that engage students such as cooking demonstrations, taste tests and field trips

The Farm to School Program is conducted with the Wisconsin Farm to School Advisory Council, the Wisconsin Farm to School Steering Committee, and the Wisconsin Farm to School Leadership Team.

DATCP also administers the federal AmeriCorps grant that funds the AmeriCorps Farm to School Program. The grant employs a project position staff member who manages the program, which included 16 host sites and approximately 28 members in FY15. AmeriCorps members work with local farmers to reduce impediments to local food distribution, processing and pricing. Members also develop and implement a curriculum and wellness plan that teaches students about lifelong healthy eating habits.

ELIGIBILITY REQUIREMENTS

Eligible activities:

1. Identify impediments and seek to reduce impediments to farm-to-school activities
2. Advise other state agencies and local agencies on actions to promote farm-to-school
3. Promote communication between local farmers and schools
4. Conduct training and provide technical assistance for school food service personnel and managers, farmers, and food distributors and processors

5. Promote farm-to-school programs through a public education campaign
6. Provide information on the Internet concerning Wisconsin Farm to School
7. Consult with the Farm to School Advisory Council

INCENTIVES AND AVAILABLE FUNDING

None available

EXPECTED OUTCOMES

Wisconsin Farm to School Baseline - establish baseline for Wisconsin Farm to School Trainings:

- General training sessions: 6.
- Upper-level technical assistance: 0 Communication:
- Statewide newsletters: 24
- Number of subscribers: 600
- Number of technical assistance inquiries: 100

AmeriCorps Farm to School host sites: 14

AmeriCorps students served: 6,000

FY15 PROGRAM ACTIVITY

Wisconsin Farm to School Baseline

- \$9.5 million spent on Wisconsin products by Wisconsin schools (USDA Farm to School Census); these data are from 2011-2012 and will be updated in fall 2015
- More than 255 schools engaged in farm-to-school activities in Wisconsin (Wisconsin Farm to School Baseline)

FY15 Highlights

- Created more than 15 Farm to School resources, including updated Farm to School Toolkits for both producers and nutrition service programs
- Released 23 Farm to School newsletters to nearly 1,000 subscribers
- Participated in 24 Farm to School events, including presenting eight trainings on local food procurement, and served as one of the core partners that planned and executed the third Wisconsin Farm to School Summit. With more than 230 people in attendance, the event featured a keynote from U.S. Department of Agriculture Farm to School Director Deborah Kane and seven intensive trainings focusing on different aspects of farm-to-school.
- Facilitated and developed more than 30 new partnerships with allied organizations and groups
- Provided one-time and on-going technical assistance to 35 clients to increase farm-to-school activity in Wisconsin

RECOMMENDED CHANGES

During FY16, DATCP will continue to develop the Wisconsin Farm to School program through enhanced interactions with the Wisconsin Farm to School Advisory Council, steering committee and leadership team. Upcoming projects include developing a statewide procurement strategy.

GRAZING LANDS CONSERVATION INITIATIVE GRAZING GRANTS

STATUS

- Active

INCEPTION

2002

PROGRAM GOAL

To expand the use of grazing-based livestock production systems that are profitable and to foster environmental stewardship through high quality technical assistance to owners and operators of private land, as well as university- and producer-coordinated research and educational programs

PROGRAM DESCRIPTION

Competitive grant program funded with state and federal dollars, with awards between \$2,000 and \$100,000 awarded for projects up to two years in duration. Proposals were selected by the Grazing Lands Conservation Initiative Steering Committee.

ELIGIBILITY REQUIREMENTS

Must have the capacity to implement grazing education, research and technical assistance projects

INCENTIVES AND AVAILABLE FUNDING

The program no longer has funding on a state or federal level, but grant projects awarded in 2011 and 2012 were still being implemented through the end of 2014.

EXPECTED OUTCOMES

Increased producer knowledge of grazing techniques and practices

FY15 PROGRAM ACTIVITY

All grants have been completed.

RECOMMENDED CHANGES

Program funding for grazing initiatives has been eliminated. In the past, the program provided technical assistance that helped support the growth of the livestock grazing industry in Wisconsin. Grazing has proven to be a profitable livestock management tool beneficial to animal health, resource management and beginning farmer programs. The loss of funding may well have a negative impact on the future growth of the grazing industry statewide.

GROW WISCONSIN DAIRY 30x20 (FORMERLY DAIRY 2020 INITIATIVE AND GRANTS)

STATUS

- Active

INCEPTION

The Grow Wisconsin Dairy 30x20 Program has been funded at \$200,000 under § 161.50(3)(c) and subchapter IV of chapter IV of chapter ATCP relating to the Grow Wisconsin Dairy Producer Grant Program.

PROGRAM GOAL

The Grow Wisconsin Dairy 30x20 Program's goal is to help the dairy industry produce more milk (30 billion pounds by 2020) to help Wisconsin's cheese plants to maximize their facilities.

PROGRAM DESCRIPTION

The program's purpose is to use the \$200,000 allocated in grants up to \$5,000 to facilitate change on dairy farms. Projects should accomplish one or more of the following: improve long-term profitability, facilitate operational change or yield more milk. Projects can be used as examples for other dairy farms.

ELIGIBILITY REQUIREMENTS

The grant money can be used for consulting services including: nutrition, veterinary, business planning, improved recordkeeping, farm succession/transition planning and other consulting services.

INCENTIVES AND AVAILABLE FUNDING

Grants of up to \$5,000 with a 20 percent match. The budgets name consultants with an hourly rate and total expense as part of the budget.

EXPECTED OUTCOMES

Assist 40 farms with goals of improving long-term profitability, facilitating change or yielding more milk.

FY15 PROGRAM ACTIVITY

Program participants fill out a summary sheet as their grant project is completed. Questions asked include:

- Employees before and after
- Number of cows before and after
- Production before and after
- Rating the benefits of the grant

RECOMMENDED CHANGES

Streamline the granting process so applicants know sooner if they have been accepted and can plan accordingly.

GROW WISCONSIN DAIRY 30x20 PROCESSOR GRANTS

STATUS

- Active

INCEPTION

The former 20x20 program was transferred to DATCP from the Department of Commerce in 2012. The 2013 Wisconsin Act 20 provides funding for the Dairy Processing Plant Grant Program under § 20.115(4)(dm) and authority under § 97.20 and administrative code ATCP 161.62.

PROGRAM GOAL

The overall goal of the Grow Wisconsin Dairy 30x20 Processor Grants is to improve the long-term viability of Wisconsin's dairy industry.

PROGRAM DESCRIPTION

The Grow Wisconsin Dairy Processor Grant is designed to provide access to services and resources for proposed dairy processing plant projects that enhance or develop the current business, solve an existing problem or concern at the plant, improve production or profitability and/or help the processor innovate. Focus areas for the grant are highlighted below. Projects could include multiple aspects from the following areas:

- dairy plant modernization and expansion efforts to provide assistance with professional services costs related to siting, engineering, design, layout of new facilities or production lines;
- consulting services to help pass a food safety audit or certificate needed to meet a customer-driven market requirement;
- training of plant staff on food safety requirements, new technology, etc.;
- assistance for related professional services and consultants (developing new processes, wastewater treatment or handling, new uses for whey or other innovations); and
- other dairy processing projects may be considered.

ELIGIBILITY REQUIREMENTS

An applicant must operate a licensed dairy processing plant that is engaged in pasteurizing, processing or manufacturing milk or dairy products and that is or will be located in Wisconsin.

INCENTIVES AND AVAILABLE FUNDING

Grants of up to \$50,000 are available. A total of \$200,000 is available for grants within the program.

EXPECTED OUTCOMES

Explore new technologies, make operational changes and improve profitability and efficiency

FY15 PROGRAM ACTIVITY

The 2015-16 grant selection process is still in progress, and no selections have been made yet.

RECOMMENDED CHANGES

None

INTERNATIONAL AGRIBUSINESS CENTER/WISCONSIN INTERNATIONAL TRADE TEAM

STATUS

- Active

INCEPTION

1986, authorizing statute § 93.42

PROGRAM GOAL

The Wisconsin International Trade Team (WITT) accesses federal funds to help Wisconsin food and agricultural companies build their export markets.

PROGRAM DESCRIPTION

- Serves Wisconsin's food and agricultural companies
- Program offers technical expertise and market development initiatives
- Funding source: state and federal
- Target: Wisconsin agribusinesses interested in or already exporting
- Eligible activities: technical assistance, market research, trade missions, market development

WITT provides technical expertise and market development initiatives to Wisconsin's food and agricultural companies to aid the growth of Wisconsin agriculture through increased exports and the development of trade enhancing partnerships. Funding sources include: Food Export Association, U.S. Livestock Genetics Export Association, USDA Agricultural Marketing Services Federal-State Marketing Improvement Program (FSMIP) and the State Trade and Export Promotion (STEP) Grant Program. The trade team staff uses client feedback, global trends, market and export data to establish criteria for identifying target markets and activities. Cooperative missions, seminars and hosting of foreign officials are coordinated with the Wisconsin Economic Development Corporation.

ELIGIBILITY REQUIREMENTS

Wisconsin-based small to midsize agricultural businesses

INCENTIVES AND AVAILABLE FUNDING

Eligible businesses can access numerous programs including:

- one-on-one consultations;
- education workshops that cover a wide range of topics, from exporter basics to market characteristics and detailed sessions on trade regulations, tariffs and insurance;
- customized export assistance on the details affecting exporting food and agricultural products;
- identifying strategies to reach out to customers in other countries;
- scheduling one-on-one meetings with interested buyers;

- trade show enhancement services, which may include pre-show feedback on the competition, translation of company profile, on-site interpreters, pre-arranged meetings with potential buyers, site visits to local retailers, in-market seminars and follow-up assistance; and
- trade missions that provide the opportunity to develop firsthand market knowledge through coordinated individual and group programs and to attend scheduled one-on-one meetings with qualified buyers and government officials.

EXPECTED OUTCOMES

- Export sales generated by Wisconsin companies as a result of WITT services: \$20 million
- WITT assisted Wisconsin companies in accessing \$1.7 million in federal funding to defray international marketing expenditures in calendar year 2014. [Note that funds are allocated according to calendar year, but allocation amounts of federal funds utilized through the program are based on the fiscal year.]
- Number of companies receiving export development services from WITT staff: 266

FY15 PROGRAM ACTIVITY

- Export sales generated by Wisconsin companies as a result of WITT services: \$49 million
- Anticipated increase in export sales (within 12 months of date reported) generated by Wisconsin companies as a result of WITT services: \$53 million
- WITT assisted Wisconsin companies in accessing \$1.7 million in federal funding to defray international marketing expenditures in calendar year 2014. [Note that funds are allocated according to calendar year, but allocation amounts of federal funds utilized through the program are based on the fiscal year.]
- Anticipated number of jobs created or retained as a result of WITT services: 411.6 (calculation: \$1 million in agricultural exports creates or retains 8.4 jobs and \$1.3 million in additional domestic economic activity)
- Additional economic activity: \$63.7 million (calculation: \$1 million in agricultural exports creates or retains 8.4 jobs and \$1.3 million in additional domestic economic activity)
- Number of companies receiving export development services from WITT staff: 289
- Number of interactions: 800

RECOMMENDED CHANGES

WITT will continue outreach efforts to Wisconsin food and agriculture companies, utilizing a variety of communications channels in order to increase awareness of programs and participation in export activities.

SOMETHING SPECIAL FROM WISCONSIN™

STATUS

- Active

INCEPTION

1983 [Act 92]

PROGRAM GOAL

Commodity and product promotion, technical assistance

PROGRAM DESCRIPTION

- Something Special from Wisconsin is a statewide identifier. The trademarked logo may be used for products for which least 50 percent of the ingredients, production activities or services are of Wisconsin origin.
- Members are authorized to use the logo on product labels, brochures, promotional material, trade show banners, vehicles and signs.
- Funding source: state (staff), membership fees (promotional materials)
- Target industry: branding value-added Wisconsin agricultural products, market development
- Eligible activities: market assistance, branding, promotions and technical assistance to businesses are supported by general purpose revenue. Annual membership fees, ranging from \$0 to \$200 based on gross annual sales from the previous year, are used for brand promotion, member and consumer education, program materials and activities.

ELIGIBILITY REQUIREMENTS

No person may use the logo on any product or commodity unless the product or commodity meets both of the following requirements:

- At least 50 percent of the product's or commodity's value added is attributable to Wisconsin ingredients or to Wisconsin production or processing activities.

INCENTIVES AND AVAILABLE FUNDING

Funding to operate the program and promote the members to consumers, retailers and chefs comes through annual membership fees averaging between \$25,000 and \$30,000 annually depending upon the number of members each year.

EXPECTED OUTCOMES

Program Membership Measurement:

- Membership retention: 90 percent
- New member recruitment: 40
- Average member sales increase: 12 percent
- New member event participation: 150

Membership Website:

- Member self-renewal online: 95 percent
- Online credit card fee payment: 80 percent

Catalog and Point-of-Sale Signage:

- Catalogs: online viewing
- Point-of-sale signage: 40,000 units

FY15 PROGRAM ACTIVITY**Program Membership Measurement:**

- Membership retention: 95 percent
- New member recruitment: 100
- Average member sales increase: 10 percent
- New member event participation: 122

Membership Website:

- Member self-renewal online: 98 percent
- Online credit card fee payment: 90 percent

Catalog and Point of Sale Signage:

- Catalogs: online viewing
- Point-of-sale signage: 47,000 units

RECOMMENDED CHANGES

None

SPECIALTY CROP BLOCK GRANT

STATUS

- Active

INCEPTION

2004, with the passage of the federal Specialty Crop Competitiveness Act of 2004

PROGRAM GOAL

To provide federal grant funds to Wisconsin specialty crop industry agencies, organizations and businesses in order to increase the competitiveness of Wisconsin specialty crops

PROGRAM DESCRIPTION

- Grants are awarded for a three-year period through a competitive process representing Wisconsin's diverse specialty crop industries.
- Proposals must be sponsored or endorsed by Wisconsin specialty crop growers' organizations or industry representatives.
- Funding source: federal
- Target industry: specialty crops
- Eligible activities: market development, research, education or industry innovation

ELIGIBILITY REQUIREMENTS

Projects must benefit Wisconsin's specialty crop industries (as defined by the U.S. Department of Agriculture) on a large scale geographically or by industry. Projects cannot benefit single entities. Projects must solely benefit specialty crop industries.

INCENTIVES AND AVAILABLE FUNDING

Funding is allocated annually to states through the federal farm bill and changes annually based on each state's sales and planted acreage of specialty crops. Projects range from \$10,000 to \$150,000 annually. Typically about 24 awards are given for about \$1,200,000 total.

EXPECTED OUTCOMES

Each project has its own outcomes related to at least one of the following:

- Environmental sustainability, pest and disease control and varietal improvement
- Development of food safety practices including:
 - Increasing the demand for and supply of locally produced foods in Wisconsin
 - Industry innovation in production, processing and packaging
- Education to increase the consumption of Wisconsin specialty crops

FY15 PROGRAM ACTIVITY

During FY15, 72 grants were open and managed. About 66 percent of projects are research-based, with about 21 percent education and 13 percent market development. The majority of projects are run by Wisconsin's larger growers' association groups, with some smaller nonprofit and private entities implementing projects as well.

RECOMMENDED CHANGES

The program runs smoothly, with important results reaching current growers. No changes are recommended at this time.

SPECIALTY MEAT DEVELOPMENT CENTER TECHNICAL ASSISTANCE

STATUS

- Active

INCEPTION

2006 General Authority provided under Wisconsin Statutes chapter 93

PROGRAM GOAL

To provide technical assistance to meat processors to assist them in growing their businesses and expanding the specialty meat industry in Wisconsin

PROGRAM DESCRIPTION

Technical assistance is provided in the key areas of business development including product development, labeling and packaging, market development, and food safety and quality.

ELIGIBILITY REQUIREMENTS

Open to licensed Wisconsin meat processors and meat related businesses

INCENTIVES AND AVAILABLE FUNDING

Technical assistance is provided free of charge, but no funding is available.

EXPECTED OUTCOMES

Clients receive assistance to improve business, profitability and products.

FY15 PROGRAM ACTIVITY

Worked with 27 meat processors in the area of product improvement, business management, business planning and market development.

RECOMMENDED CHANGES

None

DEPARTMENT OF TRANSPORTATION



Secretary Mark Gottlieb

AGENCY CONTACT:

Joan Meier, Office of the Secretary
608.266.3488

DISADVANTAGED BUSINESS ENTERPRISE MOBILIZATION LOAN GUARANTY PROGRAM

STATUS

- Active

INCEPTION

The Disadvantaged Business Enterprise (DBE) Mobilization Loan Guaranty Program was created by 1987 Wisconsin Act 399. Financial consultants competed for, and were awarded, contracts to implement loan mobilization activities. Two-year contracts began May 26, 2011, with a scheduled expiration date of May 30, 2013.

PROGRAM GOAL

The DBE Mobilization Loan Guaranty Program is designed to help disadvantaged businesses obtain working capital to participate in transportation-related construction prime or subcontracts with the Wisconsin Department of Transportation (WisDOT).

PROGRAM DESCRIPTION

- Type of assistance: program provides loans used as working capital necessary to mobilize a WisDOT project
- Funding source: state funds and federal grants when available.
- Funding for loans: interest-bearing state funds, accruing interest in North Milwaukee State bank since 1984
- Target industry: transportation infrastructure; specifically, road design and construction.
- Eligible activities for assistance: bank vetting for willingness to work with small businesses, financial analysis, annual financial package, project cash flow projection, loan documentation preparation for U.S. Department of Transportation (DOT) loans, federal grants, U.S. Small Business Administration loans or WisDOT loan guaranty.

ELIGIBILITY REQUIREMENTS

Must be a certified DBE firm in good standing with WisDOT. Must have a contract or subcontract with WisDOT or with a prime contractor doing business with WisDOT.

INCENTIVES AND AVAILABLE FUNDING

- Budget: \$168,300
- Guaranty up to 90 percent of the loan amount
- Loan cannot exceed 50 percent of contract amount
- Term of loan is six months, with option for extension of another six months
- Loan cannot exceed \$250,000 at any given time
- Loan proceeds are used as working capital
- Joint paychecks are issued to lender and DBE until loan is paid in full
- Any Wisconsin bank or credit union is eligible to get this guarantee for loans granted under the program.

EXPECTED OUTCOMES

Benchmarks Goal

- Bank vetting: establish relationships with two new banks that will accept WisDOT guarantee
- Financial analysis complete: 12 DBE firms
- Loan document preparation: eight DBE firms
- Loans processed: five

FY15 PROGRAM ACTIVITY

None

RECOMMENDED CHANGES

None

DBE SUPPORT SERVICES

STATUS

- Active

INCEPTION

Federal law approved by Congress: Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (2005), then Moving Ahead for Progress in the 21st Century Act (2012); implementing rule code of federal regulations {49 CFR Part 26}. DBE Support Services (DBESS) consultants competed for and were awarded contracts to implement engineering analysis and advisement, legal support services, safety training and business utilization audits. Two-year contracts expired May 26, 2013. New contracts pending.

PROGRAM GOAL

- To help remove barriers to the participation of DBE firms in U.S. DOT-funded contracts.
- To assist in the development of firms that can compete in the marketplace outside of the DBE program

PROGRAM DESCRIPTION

Target audience: firms certified as DBEs and firms interested in competing for work with WisDOT

Type of assistance: provide professional service advice and assistance, to include legal review, automated financials, marketing support, job costing and estimating, mentoring and networking services

Funding source: state and federal grants when available

Target industry: transportation infrastructure; specifically, road design and construction

Eligible activities: technical training; professional services related to legal review, financial accounting; marketing to prime contractors and transportation firms

ELIGIBILITY REQUIREMENTS

Firms that are DBE-certified and want to do business with WisDOT.

INCENTIVES AND AVAILABLE FUNDING

- Marketing services: \$150,000
- Legal services: \$120,000
- Technical services: \$160,000
- Financial services: \$168,300

EXPECTED OUTCOMES

- Five DBE firms receive one-to-one job costing and performance review
- 12 DBE firms receive technical trainings, e.g. post-contract award
- 12 DBE firms receive a business utilization and performance audit
- 40 DBE firms attend Small Business Network Trainings

- 22 DBE firms receive a legal review of one of the following: EEO review, business expansion feasibility review, or contract compliance review and advice

FY15 PROGRAM ACTIVITY

Selections for DBESS consultants were completed in June 2013. Master contracts were signed and presented to the DBESS consultants in January 2014. As of June 30, 2014, the project manager will continue to track funds encumbered from these contracts and report goals achieved accordingly.

RECOMMENDED CHANGES

None

TRANSPORTATION FACILITIES ECONOMIC ASSISTANCE AND DEVELOPMENT PROGRAM

STATUS

- Active

INCEPTION

Sept. 8, 1987, under enabling legislation of state statute 84.185, and administered under chapter Trans 510 of the WisDOT Administrative Code, as created as an emergency rule effective Oct. 16, 1989

PROGRAM GOAL

The goal of the Transportation Facilities Economic Assistance and Development (TEA) Program is to attract and retain business firms in Wisconsin, and thus create or retain jobs. The purpose of the TEA Program is to implement a flexible and expeditious process of evaluating and approving road, rail, harbor and airport improvements that are essential to economic development projects. The TEA Program is a grant program that provides up to \$5,000 per job created or retained by governmental bodies, private businesses or consortiums, with the intent to guarantee the creation and retention of jobs for a seven-year period.

PROGRAM DESCRIPTION

The TEA Program awards grants in the lesser amount of either 50 percent of the total project cost or \$5,000 maximum per job created or retained. Awards are made to governing bodies (cities, villages, towns or counties), private businesses and consortiums for eligible road, rail, harbor/port and airport projects that aim to attract businesses to Wisconsin or encourage business and industry to stay and expand operations within Wisconsin. Cost shares are typically 50 percent from WisDOT, the other 50 percent being a combination of local government and private business funding. The annual budget is \$3,402,500. Grant assistance is provided to communities and businesses in exchange for the guarantee of job creation or job retention for a seven-year period. Applications are accepted year-round on a first-come, first-served basis. The maximum grant award cannot exceed \$1,000,000. The TEA Program is a reimbursement program whereby the community (the sponsor) must cover 100 percent of all project costs up front before seeking reimbursement from through WisDOT. The business development cannot be speculative. From application to approval, the grant process takes up to 90 days to formally complete and make an award. Once a project has been approved and awarded, project construction needs to commence within three years of the date when the project agreement is executed.

ELIGIBILITY REQUIREMENTS

The TEA Program is a grant program that provides up to \$5,000 per job created retained. The job type must meet eligibility requirements to proceed to the application stage. Certain job types, such as retail stores, eating and drinking establishments, recreation and entertainment facilities, and hotels and motels, are excluded from grant consideration. Also, the following transportation project improvements are eligible for grant assistance: street, road, highway, intersection and interchange improvements that are open to the public for travel and come under the jurisdiction or ownership of a public authority (all private roads, parking lanes or parking lots are excluded); rail projects to include an industrial lead, a spur, team track, or trackside intermodal transfer facility; harbor/port improvements, to consist of dredging, dock walls, piers, intermodal connections and lighting; and airport improvements consisting of runway, taxiway, aprons and access service roads (airport hangars are excluded)¹.

INCENTIVES AND AVAILABLE FUNDING

Grants are awarded up to a maximum of \$1,000,000 or \$5,000 per job created or retained. The biennial budget appropriation for the TEA Program is \$6,805,200.

EXPECTED OUTCOMES

For FY15, the target number of grants to be approved and awarded was 12. In terms of job creation and retention, the employment target was 2,850. The average cost per job must be less than the \$5,000 program maximum. In addition, the capital investment ratio must equal or exceed the established target of \$50. The final performance goal relates to compliance reporting, which involves the annual job submittal reports from the community and the business, so as to monitor and track actual job creation and retention numbers. This accountability goal must be at 100 percent compliance for the number of approved and awarded grants during FY15.

FY15 PROGRAM ACTIVITY

For FY15:

- one grant was approved and awarded;
- 30 jobs were created or retained;
- the average cost per job amounted to \$5,000; and
- the capital investment ratio was \$5.

RECOMMENDED CHANGES

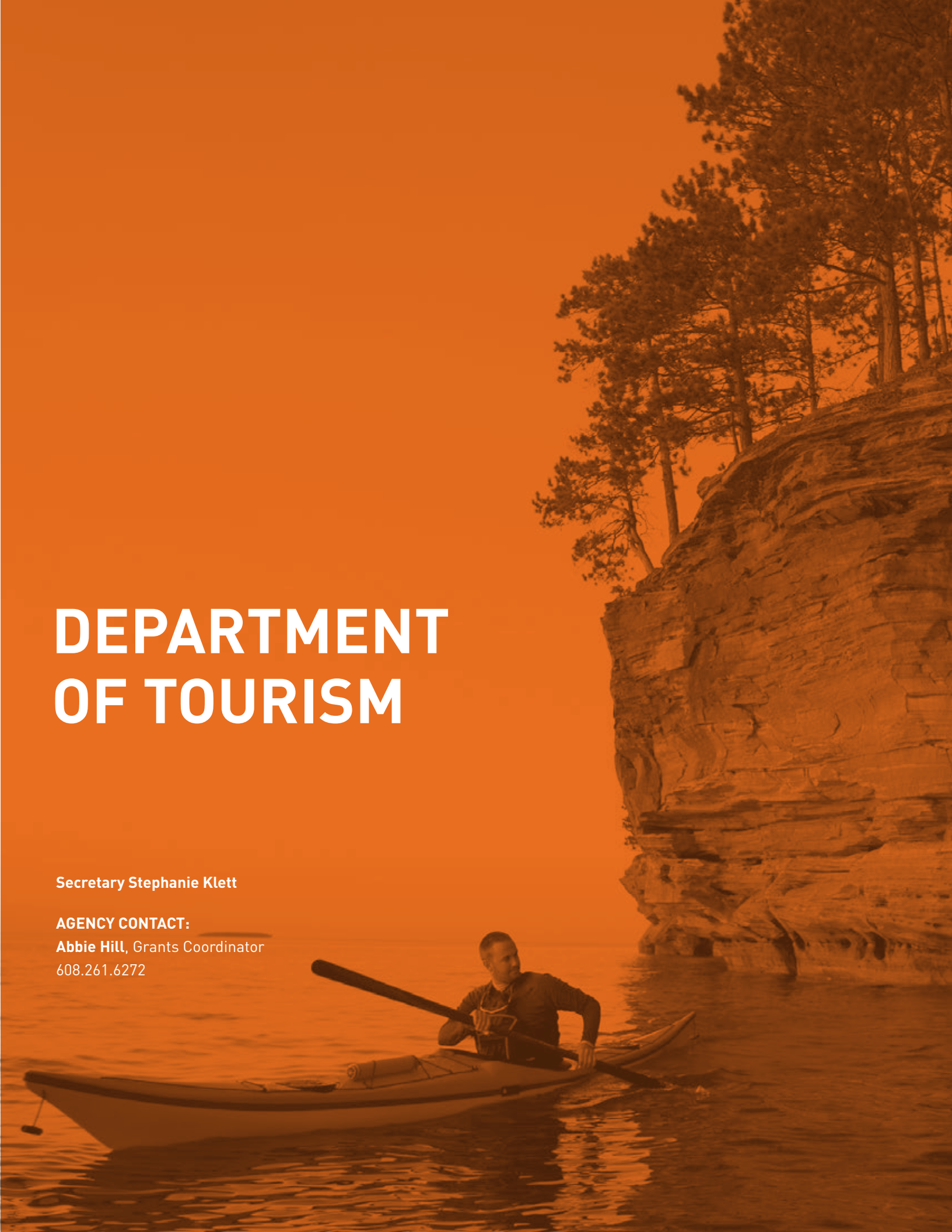
None

DEPARTMENT OF TOURISM

Secretary Stephanie Klett

AGENCY CONTACT:

Abbie Hill, Grants Coordinator
608.261.6272



JOINT EFFORT MARKETING GRANT

STATUS

- Active

INCEPTION

1975

PROGRAM GOAL

The Joint Effort Marketing (JEM) Grants Program assists in the development and marketing of Wisconsin tourism events and destinations. Qualified projects are awarded reimbursement for marketing expenses and must demonstrate substantial return on investment through increased traveler spending, overnight stays, job growth and marketing deliverables.

PROGRAM DESCRIPTION

JEM grants provide partnership funding to help nonprofit Wisconsin organizations promote tourism in their areas, through activities in the categories of destination marketing; new events; sales promotion; existing events; and one-time, one-of-a-kind. Projects must show that they will generate an increase in visitors and make a positive economic impact in the local area. The advertising plan must be consistent with the current statewide marketing plan and target markets beyond the local area. Applications are reviewed five times a year. Destination marketing deadlines are April 1 and Sept. 1. All other categories adhere to application deadlines of Aug. 1, Nov. 1, Feb. 1 and April 1.

ELIGIBILITY REQUIREMENTS

Statutory Requirements (Ch. 41.17)

- At least \$1.13 million must be awarded annually.
- Any public or private nonprofit organization, including a tribal organization of a federally recognized American Indian tribe or band in Wisconsin, is eligible to apply.
- Tourism can reimburse up to 75 percent of a project's first-year promotional costs, but no more than 50 percent of the total budget. In subsequent years, up to 50 percent of the promotional costs for the second year and 25 percent for the third year may be allowed in some categories.
- Grants must be matched dollar-for-dollar through cash or in-kind contributions.
- Grants fund only marketing expenses, i.e., email marketing, print and broadcast ads, direct mail, publicity and billboards. Grant funds may not be used for operational costs.

Administrative Rulemaking (Ch. Tour 1)

- An eligible applicant may submit an application no less than 90 days prior to the first date advertising is scheduled to begin.
- The JEM Committee reviews all applications and makes funding recommendations to the department's secretary.
- An applicant shall submit a written evaluation of the project, in such form as the department may require, within 45 days of completion of all project activity. 10 percent of the award is withheld until a suitable evaluation is submitted.
- Contracts are terminated if evaluations and project invoices are past due.

Underwriting Criteria

- Applicant originations must be tourism-related Wisconsin not-for-profit organizations. The application process is competitive.
- Contractual obligations for ongoing JEM projects must be met before any new contracts will be issued.

INCENTIVES AND AVAILABLE FUNDING

\$1,130,000 per fiscal year

EXPECTED OUTCOMES

- Increase visitors and their associated spending to an area, measured by visitor counts x average expenditure numbers from Longwoods/Tourism Economics, or similar research or tax revenues
- Value of advertising provided by grant recipients/marketing deliverables, measured by paid advertising invoices

FY15 PROGRAM ACTIVITY

59 projects awarded in FY15

RECOMMENDED CHANGES

None

MEETINGS MEAN BUSINESS (MMB) GRANT PROGRAM

STATUS

- Active

INCEPTION

2010

PROGRAM GOAL

To provide funding to destination marketing organizations to help defray the costs of bidding on and hosting large or midsize meetings and conferences

PROGRAM DESCRIPTION

The Meetings Mean Business (MMB) Grant Program gives Wisconsin a competitive edge and top-of-mind awareness as the premier place to host meetings or conventions by providing destinations with financial assistance for bid fees or facility costs. Destinations may use the program to attract the type of meetings and conventions that best fit their business model: associations and organization meetings, trade shows, reunions, education or social groups.

Attracting national or Midwest regional meetings and conventions generates significant economic impact from additional room night bookings and traveler spending in the community in which they are held. Many destinations have invested in substantial conference infrastructure in order to capture meeting and convention business.

- The fund has \$110,000 per year available for matching grants. Destinations may apply for 50 percent of the costs for convention facility rental, in-community convention transportation or host costs, up to a maximum of \$20,000 per fiscal year (July 1-June 30).
- Applications are reviewed three times annually. The deadlines are April 1, Aug. 1 and Dec. 1.

Applications can be sent by mail, delivery service or email, as long as they are received by midnight on the First day of the review month and at least 90 days prior to the start of the event.

ELIGIBILITY REQUIREMENTS

- Applications must be submitted to the Wisconsin Department of Tourism through a recognized Wisconsin Destination Marketing Organization (e.g., Convention and Visitors Bureau or Chamber of Commerce) and must be signed by the director or president of that organization.
- Organizations receiving funding through this program may not also request funding from the JEM Grant Fund for the same event during the same fiscal year.
- This grant does not fund in-state events that are regularly scheduled or that routinely rotate to destinations within the state.

INCENTIVES AND AVAILABLE FUNDING

\$110,000 annually

EXPECTED OUTCOMES

Over \$5.4 million projected visitor expenditures for FY15

FY15 PROGRAM ACTIVITY

6 MMB grants awarded in FY15

RECOMMENDED CHANGES

None

READY, SET, GO! (RSG) GRANT PROGRAM

STATUS

- Active

INCEPTION

2006

PROGRAM GOAL

To provide funding to destination marketing organizations to help defray the costs of bidding and hosting competitive sporting events

PROGRAM DESCRIPTION

The Ready, Set, Go! (RSG) Grant Program generates visitor spending by securing or creating competitive sporting events with a structure that both draws a spectator/athlete base for the event and creates an economic impact for the area. The program is designed to assist destinations in securing competition-related events that require an up-front financial commitment. Grant funding may be used for bid/commitment fees paid directly to the event holder or financial commitments needed to secure a venue or municipal services for an event.

- The Department provides \$110,000 for RSG grants each fiscal year (July 1-June 30).
- Applications are reviewed three times annually. The deadlines are Jan. 1, March 1 and Sept. 1. They can be sent by mail, delivery service or email as long as they are received by midnight on the 1st day of the review month, at least 90 days prior to the start of the event.

ELIGIBILITY REQUIREMENTS

- Destinations may request 50 percent of the bid/commitment fee or 50 percent of the venue/municipal fees, up to a maximum of \$20,000 per fiscal year.
- Applications must be submitted to the Wisconsin Department of Tourism through a recognized Wisconsin destination marketing organization (e.g., Convention and Visitors Bureau or Chamber of Commerce) and must be signed by the director or president of that organization. Events that have been secured prior to the written grant application are not eligible. Organizations or events that are currently funded through statutorily required expenditures (earmarks) are not eligible for funding through RSG. Organizations requesting funding from the RSG Grant Fund are not eligible to also request funding from the JEM Grant Program for the same event during the same fiscal year.
- Events that have been hosted in Wisconsin previously will be considered for grant funding based on prior event evaluation and documented economic impact.

INCENTIVES AND AVAILABLE FUNDING

\$110,000 annually

EXPECTED OUTCOMES

FY15 RSG grants are projected to generate \$8.9 million in visitor expenditures.

FY15 PROGRAM ACTIVITY

15 awards were funded in FY15.

RECOMMENDED CHANGES

None

DEPARTMENT OF WORKFORCE DEVELOPMENT

A photograph of four diverse professionals in business attire, smiling and posing together. The image is overlaid with a semi-transparent orange filter. The background features a pattern of white geometric lines on a dark orange field.

Secretary Reggie Newson

AGENCY CONTACT

Carrie Schneider, Office of Skills Development
608.267.7267

WISCONSIN FAST FORWARD

STATUS

- Active

INCEPTION

2013 Act 9

PROGRAM GOAL

Wisconsin Fast Forward (WFF) addresses the skills gap through reimbursement grants that assist Wisconsin employers and their partners with customized skills training to fill current job openings and ongoing skill requirements. Program goals include:

- increasing high-demand skills attainment in the local and regional workforce;
- influencing the number of new jobs created;
- reducing layoffs due to skilled labor shortages;
- helping unemployed and underemployed individuals gain full-time employment; and
- providing incumbent workers with wage increases and job security.

PROGRAM DESCRIPTION

The WFF Program is designed to provide demand-driven worker training grants to employers in collaboration with training providers and their local workforce and economic development partners. The program accepts grant proposals for customized, short- and medium-term skilled worker training projects that are not currently funded through WFF Grant Program Announcements. Qualifying proposals must be supported by current and projected labor market information, demonstrate the need for training, and state the intent to hire trainees or raise incumbent worker wages. The Wisconsin Department of Workforce Development (DWD)'s Office of Skills Development (OSD) administers the WFF program through a transparent and accountable process. During FY15, OSD issued letters of intent to award over \$6 million in WFF's Round 3 grants to support more than 60 workforce training projects with more than 6,800 trainees in the following industry sectors and occupational areas:

- Agriculture and related occupations
- Construction trades and related occupations
- Customer service occupations
- Financial services occupations
- Health care and related occupations
- Information technology occupations
- Manufacturing occupations
- Transportation, logistics and distribution occupations
- Wisconsin small businesses with 50 or fewer full-time employees

A summary of each grant award is available on the WFF website: <http://wisconsinfastforward.com/reports.htm>

ELIGIBILITY REQUIREMENTS

- WFF grant opportunities are available to any public or private organization with documented workforce training needs in the industry sectors and occupational areas identified by OSD and its Technical Review Committee, which is made up of economic advisors and industry experts from DWD, Department of Revenue, Wisconsin Technical College System, and Wisconsin Economic Development Corporation. Allowable expenditures include but are not limited to: curriculum development, instructor/trainer costs, instructional materials and supplies, consultant fees, contractual services, facility costs, and administration costs up to 5 percent of the total project budget.

INCENTIVES AND AVAILABLE FUNDING

A total of \$15 million in funding was available for FY14 and FY15. An additional \$15 million was recently approved in Governor Walker's budget bill for the 2015-17 fiscal biennium.

Grant awards range from \$5,000 to \$400,000 and require cash or in-kind match equal to the award amount, except for Wisconsin Small Business Grant awards that range from \$5,000 to \$50,000 and require cash or in-kind match equal to half of the award amount. All grantees are limited to receive \$400,000 in WFF funds per calendar year.

EXPECTED OUTCOMES

OSD has issued letters of intent to award over \$12.5 million in WFF grants through three rounds of funding to assist 145 workforce training projects with increasing high-demand job skills for nearly 13,800 trainees at more than 300 businesses to date.

FY15 PROGRAM ACTIVITY

Based on intent to award grants in WFF Rounds 1, 2, and 3, OSD's contracted grant project totals through June 30, 2015 follow.

- Amount: \$12,345,590
- Number of grants: 142
- Number of trainees: 12,997

RECOMMENDED CHANGES

None



UNIVERSITY OF WISCONSIN SYSTEM

Ray Cross, President

AGENCY CONTACT:

David Brukardt, Associate Vice President for Economic Development
608.262.3905

CENTER FOR DAIRY PROFITABILITY

STATUS

- Active

INCEPTION

1987 General Authority (§ 20.285)

PROGRAM GOAL

Enrich the quality of life for farm owners, operators, employees, industry stakeholders and animals. Collaborate with universities, government agencies and industry to identify, develop and supply a diverse clientele of farm managers and service providers with research-based information and management best practices. Create a work environment that is challenging, rewarding and fun. Disseminate our educational and research products through traditional means and emerging technologies.

PROGRAM DESCRIPTION

Develops and delivers effective interdisciplinary education and applied research to dairy farms and dairy-industry service providers, resulting in sustainable, profitable decisions and a healthy, progressive dairy industry. Center for Dairy Profitability (CDP) services include: management education programs, development of decision-making tools for farms and service providers and one-on-one business counseling.

ELIGIBILITY REQUIREMENTS

Train the trainer for Cooperative Extension, farm input suppliers and dairy processors; direct education for dairy farmers, farm input suppliers, dairy processors and milk haulers

EXPECTED OUTCOMES

One of the fundamental tools upon which CDP relies is our AgFA records database. AgFA is software authored and supported by CDP to collect and summarize farm level financial data. This data is used for research purposes and for farm level decision making. One challenge facing CDP has been declining farm numbers and shrinking support to recruit participant farms who enter data.

This is not unique to Wisconsin. Michigan and New York have also had similar efforts for many years and face similar problems with declining farm numbers. Given the success of the collaborative state DMAP effort, CDP will try to pattern a new effort in the area of dairy farm financial management. Initial contact between collaborators in these states has shown an interest and there may be opportunities to engage the USDA in such a project as well. Collaborative programming in this area will be a goal for the year ahead.

FY15 PROGRAM ACTIVITY

The CPD had a number of notable achievements over the past year. One of the highest profile activities was the work on USDA's Margin Protection Program for Dairy. Last year, one of CDP's goals was to foster collaboration with fellow economists at other Land Grant Universities to collectively work in the area of dairy markets and policy. We have referred to ourselves as the National Program on Dairy Markets and Policy, or DMAP, and have been successful at securing substantial grant funding from the USDA. We were the sole award to develop a decision tool as a web application for dairy producers and to conduct educational programming for the new product.

The decision tool was developed in less than two months time. It has received more than 1,200 hits per day during peak use and continues to receive 300-400 active sessions on a daily basis. The director of CDP conducted more than 30 informational meetings across the state in September and October, authored more than a half-dozen articles, conducted more than a dozen webinars, posted 8 streaming videos and was interviewed by dozens of newspapers, radio and television programs.

The DMaP group has submitted this effort to the Agricultural Economics Association for a group outreach award with strong letters of support from the chairs of the House and Senate Agricultural Committees, under secretaries of Agriculture at USDA, the Farm Service Agency and dozens of dairy farmer cooperatives and other groups.

RECOMMENDED CHANGES

The CDP has continued to face the challenges of eroding resources. We have recently lost a member through retirement who annually developed crop and livestock budgets that were used by many people in the agricultural community and this is an activity that we will probably have to drop.

On a positive note, last year's open position at River Falls has been filled and the new faculty member begins in February of 2015. Cooperative Extension is also experimenting with new 80/20 positions. These positions will devote 80 percent of their effort to a traditional county-level work, but the other 20 percent will be aligned with a center or department as a state or regional specialist. The CDP has just recently received one of those positions.

Human resource management has been identified as a growing area of need in our state. CDP has not had the capacity to program in that area, but both the new River Falls position and the Dane County 80/20 position have identified HR as an area of interest. CDP is working to bring these two new hires together to work as a team to provide HR program capacity across the state.

ECONOMIC DEVELOPMENT INCENTIVE GRANTS

STATUS

- Active

INCEPTION

§ 36.25(52)

PROGRAM GOAL

To award grants to University of Wisconsin institutions to support economic and workforce development projects, and projects that improve the affordability of education at UW institutions

PROGRAM DESCRIPTION

The 2013-15 biennial budget requires the UW Board of Regents to allocate \$11.25 million annually in each year of the biennium for the Incentive Grant Program. Program funding is only available for 2013-14 and for 2014-15, and is one-time funding that is not a base budget change to the institution.

ELIGIBILITY REQUIREMENTS

Incentive grant funds may be used for many purposes, including salaries, fringe benefits, capital expenses, indirect costs, equipment, supplies, scholarships, internship stipends, etc.

INCENTIVES AND AVAILABLE FUNDING

\$22.5 million to be used in the 2013-15 biennium

EXPECTED OUTCOMES

- Economic development programs that: encourage the establishment or growth of businesses in Wisconsin or create or retain jobs in Wisconsin, and/or programs that provide financial assistance, tax benefits or direct services to specific businesses, industries or organizations
- Development of an educated and skilled workforce through: Increasing the number of bachelor's, master's, and doctoral degrees awarded in fields for which occupational demand is high or in fields that the Board of Regents and DWD jointly determine to be high-demand fields; increasing the number of internship and cooperative work experience opportunities for students; and/or increasing or enhancing research and development
- Improve the affordability of postsecondary education by: reducing the time to obtain a degree, increasing opportunities for high school students to earn credit toward a postsecondary degree; and/or improving the transfer of credits between higher education institutions

FY15 PROGRAM ACTIVITY

12 innovative UW proposals to spur economic and workforce development statewide were selected by a committee largely made up of Wisconsin business leaders. The incentive grants are designed to encourage campus and business collaborations in three main categories: economic development, workforce development and college affordability.

RECOMMENDED CHANGES

Revise eligible program activity guidelines for future Economic Development Incentive Grant Program cycles.



WISCONSIN HOUSING AND ECONOMIC DEVELOPMENT AUTHORITY

Wyman B. Winston, Executive Director

AUTHORITY CONTACT:

Michelle Pobjoy, Underwriter, Economic Development
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Stacey Wagner, Controller
608.267.0528

CONDUIT BOND ISSUE PROGRAM

STATUS

- Active

INCEPTION

Chapter 234

PROGRAM GOAL

The Wisconsin Housing and Economic Development Authority's (WHEDA's) Economic Development Conduit Bond Issuance Program is intended to provide Wisconsin businesses financing that will create and retain jobs in the State of Wisconsin, and promote economic development in both rural and urban communities.

PROGRAM DESCRIPTION

For the next three fiscal years, up to \$150 million in Economic Development Bonds may be issued annually. Sources of tax-exempt bond financing include:

- Industrial Revenue Bonds

ELIGIBILITY REQUIREMENTS

Eligible uses of bond proceeds:

An economic development project will be eligible for the financing of land, plant or equipment for any of the following:

- facilities for manufacturing or commercial real estate activities;
- facilities for the retail sale of goods or services;
- other eligible projects, including national or regional headquarters facilities; facilities for the storage or distribution of products of manufacturing activities, materials, components or equipment; facilities for research and development activities; recreational and tourism facilities serving to attract visitors to this state; and facilities for the production, packaging, processing or distribution of raw agricultural commodities; or
- activities of a long-term nature, such as research and development.

Long-term working capital may also be eligible.

Required Criteria

WHEDA may not issue bonds to finance an economic development loan unless all of the all of the following apply:

- the economic development project is or will be located in the state of Wisconsin;
- one or more other financial institutions participate in the economic development project;
- WHEDA shall not assume unsecured or uncollateralized risk for any economic development loan;
- the economic development loan will not be used to refinance existing debt, unless it is in conjunction with an expansion of the business or job creation; and
- the name of the person receiving the loan does not appear on the statewide support lien docket.

Considerations

WHEDA may finance an economic development loan only after considering all of the following:

- the extent to which an economic development project will maintain or increase employment in this state;
- whether an economic development project will be located in an area of high unemployment or low average income; and
- the extent to which the activities constituting the economic development project otherwise would not occur.

Preferences

WHEDA shall also give preference to businesses:

- that are more than 50 percent owned or controlled by women or minorities;
- that together with all of their affiliates, subsidiaries and parent companies, have current gross annual sales of \$5,000,000 or less or that employ 250 or fewer persons; and
- that have less than 50 percent of their ownership held or controlled by another business and have their principal operations in the state of Wisconsin.

INCENTIVES AND AVAILABLE FUNDING

The incentive to use this tax-exempt bond program is that it offers a lower cost of funds. Available funding is determined by an annual Wisconsin Economic Development Corporation review of volume cap allocation.

EXPECTED OUTCOMES

In FY16, no new originations are expected.

FY15 PROGRAM ACTIVITY

No bonds were issued in FY15.

RECOMMENDED CHANGES

On January 1, 2013, the Midwest Disaster Area Relief Bond Program expired, eliminating the primary resource for federal tax-exempt bonding using this bond issuance capacity. WHEDA does not expect to see much activity in this program until another tax-exempt program can be matched with it.

WISCONSIN DEVELOPMENT RESERVE FUND – AGRIBUSINESS PROGRAM

STATUS

- Active

INCEPTION

Chapter 234

PROGRAM GOAL

To provide loan guarantees to lenders to assist in the startup, acquisition or expansion of a business that develops products using Wisconsin's raw agricultural commodities

PROGRAM DESCRIPTION

Assist in the startup, acquisition or expansion of a business that develops products using Wisconsin's raw agricultural commodities

- The term "raw agricultural commodity" refers to any agricultural, aquacultural, horticultural, viticultural, vegetable, poultry or livestock product produced in Wisconsin, including milk and milk products, bees and honey products, timber and wood products, or any class, variety or utilization of the products in their natural state.

ELIGIBILITY REQUIREMENTS

- The business must start with a Wisconsin-grown, raw agricultural commodity and do one of the following:
 - create a product new to the business;
 - expand production of an existing product that will increase the use of a raw agricultural commodity; or
 - enhance the efficiency of the business.
- The business must be unable to obtain conventional financing at reasonable terms.
- The business must be located in Wisconsin in an area with a population under 50,000.
- The business owner must be current in any child support payments and not in default on any WHEDA loans.

Loan proceeds may be used to:

- purchase or improve land and buildings;
- purchase or improve machinery and equipment;
- purchase inventory;
- fund permanent and revolving working capital; or
- fund initial marketing expenses associated with making the product available to consumers.

Terms and conditions:

- Maximum guarantee is the lesser of 50 percent or \$600,000
- Maximum guarantee terms:
 - Fixed assets, inventory and permanent working capital: five years
 - Amortization term may exceed the guarantee term but cannot exceed the useful life of the collateral
 - Interest rate is set by the lending institution and is subject to WHEDA approval
 - Variable rate loan may not exceed prime plus 2.75 percent
 - Loan must be secured by assets being financed
 - Additional collateral and personal guarantees may be required.

Application process:

- The lender must first complete and submit an Agribusiness Guarantee Eligibility Form (Form 3).
- WHEDA determines business and project eligibility and will render that decision within one business day.
- Upon eligibility approval, the lender shall complete and submit a Loan Guarantee Application (Form 4) within 90 days of eligibility determination.
- WHEDA reviews the complete application and renders a decision upon completion of its underwriting process.

INCENTIVES AND AVAILABLE FUNDING

\$29.0 million in guarantee authority is available for all Wisconsin Development Reserve Fund (WDRF) programs, including Agribusiness Guarantees.

EXPECTED OUTCOMES

No dollars are benchmarked for new originations or guarantee payments. The jobs created and retained benchmark is one for every \$30,000 in guarantees.

FY15 PROGRAM ACTIVITY

No applications were received and no guarantee payments were processed during the FY15.

RECOMMENDED CHANGES

None

WDRF – CREDIT RELIEF OUTREACH PROGRAM

STATUS

- Current

INCEPTION

Chapter 234

PROGRAM GOAL

To provide loan guarantees to lenders to assist farmers in obtaining materials and supplies in the planting and harvesting of agricultural commodities and the purchase and feeding of livestock

PROGRAM DESCRIPTION

The Credit Relief Outreach Program (CROP) Guarantee is a financing resource for farmers that provides guarantees on agricultural production loans. The loan must be used for the purchase of services or consumable goods necessary for producing an agricultural commodity. The commodity must be planted and harvested for consumption within the loan term. This includes livestock if purchased, fed and sold within the loan term. Eligible uses of loan proceeds include: fertilizer, seed, fuel, land rent, animal feed, hedging, UCC filing charges, equipment rental, tillage service, custom hire, crop insurance, equipment repair, pesticides/herbicides, feeder animals if purchased and sold within the loan term, utility bills related directly to the production of the agricultural commodity and labor costs related directly to planting and harvesting the agricultural commodity (excluding labor costs paid to the farmer and spouse).

ELIGIBILITY REQUIREMENTS

Eligibility requirements for farmers include: inability to obtain conventional financing at reasonable terms,

debt-to-asset ratio of at least 40 percent but less than 85 percent; positive projected cash flow budget for the term of the loan; sufficient collateral to cover the value of the CROP loan; the farm is located in Wisconsin and the farmer resides in Wisconsin or is legally registered in Wisconsin in the case of a partnership or corporation; the farmer is currently engaged in the operation; and the farmer is current in child support payments and not in default on any WHEDA loans.

INCENTIVES AND AVAILABLE FUNDING

\$4.3 million in guarantee authority available

EXPECTED OUTCOMES

Budgeted volume for FY15: \$4,000,000

Actual approved guarantees: \$547,930

FY15 PROGRAM ACTIVITY

- 11 applications submitted
- Nine approved
- Two withdrawn

RECOMMENDED CHANGES

None

WDRF – EMERGENCY HEATING ASSISTANCE LOAN GUARANTEE PROGRAM

STATUS

- Active

INCEPTION

Chapter 234

PROGRAM GOAL

To provide dealers and individuals with heating assistance loan guarantees due to propane shortages and resulting higher costs incurred during the heating season

PROGRAM DESCRIPTION

To provide dealers and individuals with heating assistance loan guarantees due to propane shortages and resulting higher costs incurred during the heating season

ELIGIBILITY REQUIREMENTS

- The applicant must be a dealer actively engaged in selling propane or an existing business that will purchase propane for consumption by the business.
- The borrower must reside in Wisconsin (or be legally registered in Wisconsin if a partnership or corporation).
- The borrower must be current in child support payments and must not have filed for bankruptcy or be in default on any WHEDA loans.
- If a startup operation, the borrower must have no less than one year of experience.
- If a dealer or retailer, the propane purchased from proceeds of the loan guarantee must only be sold to residents of the state of Wisconsin.
- For individual borrowers, household income cannot exceed 200 percent of the median household income in the county in which the borrower resides.

Loan proceeds may be used to fund:

- the purchase of propane inventory;
- permanent and revolving working capital needs;
- the purchase of propane equipment; or
- eligible soft costs.

Terms and conditions:

- Maximum guarantee for dealers:
 - 50 percent of loan up to \$25,000 (\$50,000 loan maximum)
 - One-year term

- Maximum guarantee for individuals:
 - 50 percent of loan up to \$1,250 (\$2,500 loan maximum)
 - Two-year term with possibility of one-year extension.

Borrowers apply through their lender. The lender submits the application to WHEDA and a decision is made within two business days.

INCENTIVES AND AVAILABLE FUNDING

\$5 million was available for business guarantees and \$3 million was available for individual borrowers.

EXPECTED OUTCOMES

This program was created in response to an emergency heating situation, so no outcomes were projected.

FY15 PROGRAM ACTIVITY

No applications were received during FY15. The deadline to submit an application for individual borrowers was July 25, 2014. Businesses/dealers could submit applications through Dec. 31, 2014.

RECOMMENDED CHANGES

No changes are recommended for FY16, as the program will no longer be active.

WDRF FARM ASSET REINVESTMENT MANAGEMENT GUARANTEE PROGRAM

STATUS

- Active

INCEPTION

Chapter 234

PROGRAM GOAL

The Farm Asset Reinvestment Management (FARM) Guarantee Program provides loan guarantees to lenders to assist farmers in the expansion or modernization of an existing farming operation and to assist in the startup of new farms.

PROGRAM DESCRIPTION

- Assist in the expansion or modernization of an existing farming operation
- Assist in the startup of a new farming operation

ELIGIBILITY REQUIREMENTS

- The farmer must be unable to obtain conventional financing at reasonable terms.
- The farmer's debt-to-asset ratio must be 85 percent or less.
- The farmer must have sufficient collateral to cover the value of the FARM loan.
- The farm must be located in, and the farmer must reside in, Wisconsin (or be legally registered in Wisconsin if a partnership or corporation).
- The farmer must be actively engaged in the operation.
- The farmer must be current in child support payments and must not be in default on any WHEDA loans.
- If a startup operation, the farmer must have no less than three years' farming experience, including managing day-to-day farm operations).

Loan proceeds may be used for:

- acquisition of agricultural assets (machinery, equipment, buildings, land or livestock to be kept more than one year);
- improvements to buildings or land for agricultural purposes; or
- refinancing existing debt (not to exceed 75 percent of WHEDA's guaranteed loan) if expanding an existing farm operation.

Terms and conditions:

- The maximum guarantee is the lesser of:
 - 25 percent of the FARM loan;
 - the farmer's net worth including the FARM loan;

- \$200,000 if no other state or federal credit assistance program is utilized; or
- \$100,000 if any other state or federal credit assistance program is utilized and tied to the same note.
- Maximum guarantee term:
 - Land and buildings: 10 years
 - Equipment, machinery and livestock: five years

Application process:

- The lender completes a Farm Guarantee Application (Form 2) and the borrower signs the Farmer's Affidavit (Form 3).
- Submit complete application package to WHEDA, including application fee.
- WHEDA reviews and renders a decision within one business day.

INCENTIVES AND AVAILABLE FUNDING

\$29 million in guarantee authority is available for all WDRF programs, including FARM guarantees.

EXPECTED OUTCOMES

\$500,000 is expected in new originations.

FY15 PROGRAM ACTIVITY

Two applications were received and approved for \$365,000. No guarantee payments were made during FY15.

RECOMMENDED CHANGES

None

WDRF – SMALL BUSINESS GUARANTEE

STATUS

- Active

INCEPTION

Chapter 234

PROGRAM GOAL

To help create and retain jobs by providing loan guarantees to lenders for small business projects that would not otherwise receive financing, if not for the credit enhancement provided by this program

PROGRAM DESCRIPTION

- Assist with the expansion or acquisition of an existing small business that has been in operation for at least 12 months. An expansion may involve a new line complementary to the existing business, such as a landscaping business expanding into retail floral or a lodging facility adding a restaurant.
- Assist in the startup of a day-care business for adults or children
- Assist in the startup of a small business located in a vacant storefront in the traditional downtown area of a community

ELIGIBILITY REQUIREMENTS

- The business must be unable to obtain conventional financing at reasonable terms.
- The business must employ 250 or fewer full-time equivalent employees at time of application.
- The business must be located in Wisconsin.
- The business owner must be current in child support payments and not in default on any WHEDA loans.
- The project must create or retain jobs.

Loan proceeds may be used to:

- purchase or improve land and buildings, including mixed-use properties that contain both commercial and residential components (business can occupy as little as 25 percent of the total building space);
- purchase or improve machinery and equipment;
- purchase inventory;
- fund permanent and revolving working capital;
- finance soft costs (not to exceed 5 percent of eligible project costs); or
- refinance existing debt (not to exceed 75 percent of the WHEDA guaranteed loan and/or demonstration of business expansion)

Terms and conditions:

- The maximum guarantee is the lesser of 50 percent or \$750,000 for all uses of proceeds except revolving working capital, whose maximum guarantee is the lesser of 50 percent or \$200,000.
- The maximum guarantee for businesses in the Transform Milwaukee area is the lesser of 80 percent or
 - \$750,000 for all uses of proceeds.

Maximum guarantee term:

- Fixed assets, inventory and permanent working capital: five years
- Revolving working capital: two years
- The amortization term may exceed the guarantee term, but cannot exceed the useful life of the collateral.
- The interest rate is set by the lending institution and is subject to WHEDA approval.
- Variable rate loan may not exceed prime plus 2.75 percent
- The loan must be secured by assets being financed, and personal guarantees may be required.

Application process:

- The borrower and lender must complete and submit a Loan Guarantee Application (Form 4).
- WHEDA reviews the complete application and renders a decision upon completion of its underwriting.

INCENTIVES AND AVAILABLE FUNDING

\$29 million in guarantee authority is available for all WDRF programs, including Small Business Guarantees.

EXPECTED OUTCOMES

\$500,000 is benchmarked for new originations and \$220,000 in guarantee payments. The jobs created and retained benchmark is one for every \$30,000 in guarantees.

FY15 PROGRAM ACTIVITY

During FY15, six applications were submitted and approved for \$1,500,734 and guarantee payments of \$249,475 were made.

RECOMMENDED CHANGES

None

SMALL STATE BUSINESS CREDIT INITIATIVE PROGRAM – WISCONSIN EQUITY INVESTMENT FUND

STATUS

- Active

INCEPTION

2011, with funding from the U.S. Treasury allocated to the State of Wisconsin and administered by WHEDA

PROGRAM GOAL

To provide venture capital equity financing, which will be leveraged with private funds, to small businesses in the state of Wisconsin

PROGRAM DESCRIPTION

The Wisconsin Equity Investment Fund (WEIF) will provide direct investment to venture capital firms to invest in small businesses. These funds will be managed by 1) Generation Growth Capital Fund II, 2) Capital Midwest Fund II and 3) New Capital Fund II.

ELIGIBILITY REQUIREMENTS

The program takes a “fund of funds” approach, in which WHEDA partners with venture funds that make the investment decisions based on criteria agreed upon by the Small State Business Credit Initiative (SSBCI) Program and WHEDA. The SSBCI funds mirror the investment focus of the underlying venture capital fund, and include companies from start-up through mature stages of development, including software, biotech, and medical science companies as well as manufacturing.

INCENTIVES AND AVAILABLE FUNDING

\$4,861,905

EXPECTED OUTCOMES

The SSBCI program funds are expected to be leveraged by WHEDA and its partners at a minimum ratio of 10:1, and are expected to help create and retain more than 11,000 direct and indirect jobs over a five-year period.

FY15 PROGRAM ACTIVITY

\$572,570 (FY15)

80 jobs created and retained

RECOMMENDED CHANGES

None

SSBCI PROGRAM – WISCONSIN VENTURE DEBT FUND

STATUS

- Active

INCEPTION

2011, with funding from the U.S. Treasury allocated to the State of Wisconsin and administered by WHEDA

PROGRAM GOAL

To provide venture capital debt financing, which will be leveraged with private funds, to small businesses in the State of Wisconsin

PROGRAM DESCRIPTION

The Wisconsin Venture Debt Fund will provide convertible debt financing to small businesses in the early revenue stages of business development. This program will be administered by 1) Madison Development Corporation, 2) Milwaukee Economic Development Corporation and 3) the Wisconsin Economic Development Corporation (WEDC)*.

ELIGIBILITY REQUIREMENTS

This program targets firms in the early revenue state of development and is funded alongside other private debt and equity funding. Typical use is equipment financing and working capital. Terms are flexible and typically structured as 42 to 48 month loans with initial interest deferral or interest-only periods. All loans must meet SSBCI program requirements.

EXPECTED OUTCOMES

Private-public leverage of 2:1

Jobs created and retained: benchmark of 1 for every \$30,000

INCENTIVES AND AVAILABLE FUNDING

\$4,047,000

FY15 PROGRAM ACTIVITY

\$1,400,000 (FY15)

234 jobs created and retained.

RECOMMENDED CHANGES

None

*WEDC also reports on a portion of this program, as it funds part of the Technology Development Loans program.



WISCONSIN TECHNICAL COLLEGE SYSTEM

Morna K. Foy, President

SYSTEM CONTACT:

Scott DuBenske, Office of Student Success
608.266.0025

WORKFORCE ADVANCEMENT TRAINING GRANTS

STATUS

- Active

INCEPTION

2005 Act 25

Authorizing statute § 38.41

Administrative rule TCS 17

PROGRAM GOAL

Wisconsin statute authorizes the Wisconsin Technical College System Office to make grant awards to technical colleges for worker skills training. Grants in this category will be awarded to promote increased investment in the development of incumbent workers, improve Wisconsin businesses' productivity and competitiveness, augment the state's economic base and expand technical college training services to businesses and industry. Grants will be awarded to upgrade the skills and productivity of employees of established businesses operating in Wisconsin, with the additional objective of supporting regional workforce and economic development efforts. Training under these grants must focus on occupational skills but can include a combination of occupational, academic and employability topics or courses.

PROGRAM DESCRIPTION

Workforce Advancement Training (WAT) Grants are made to technical college districts as directed by statute, and the colleges submit applications in partnership with employers or consortia of employers.

Grants are awarded to upgrade the skills and productivity of employees of established businesses operating in

Wisconsin, with the additional objective of supporting regional workforce and economic development efforts.

ELIGIBILITY REQUIREMENTS

WAT grants are focused on improving occupational skills, and a wide range of training is feasible under this umbrella. In addition to very specific job-related skills such as welding, electrical maintenance and customer relations, WAT grants have covered more general topics such as quality improvement, Lean Startup, supervision and management, teamwork, problem solving, computing, manufacturing core skills, small business development, and occupational health and safety. Basic skills or English language learning instruction that supports the occupational skill training may also be provided under the grants.

INCENTIVES AND AVAILABLE FUNDING

In FY15, the program was funded by general purpose revenue at a level of \$3.97 million. \$500,000 was set aside for grants serving small businesses. The remaining \$3.47 million was available for grants serving businesses of any size.



DEPARTMENT OF NATURAL RESOURCES

Secretary, Cathy Stepp

AGENCY CONTACT:

Paul Neumann, Bureau of Management and Budget
608.266.0818

State of Wisconsin
DEPARTMENT OF NATURAL RESOURCES

Scott Walker, Governor
Cathy Stepp, Secretary
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July 14, 2015

Reed Hall, Chief Executive Officer
Wisconsin Economic Development Corporation
P.O. Box 1687
Madison WI 53701

Subject: FY 15 Report on Economic Development (Act 125)

Dear Mr. Hall:

Reed

As required by 2007 Wisconsin Act 125, DNR and other state agencies report annually to your agency on job creation statistics and other economic data associated with economic development programs.

As we have reported in previous years, DNR does not currently administer any grant or loan program that meets the statutory definition of "economic development program" as defined in section 23.167, Wis. Stats. In that section an economic development program is defined as "a program or activity having the primary purpose of encouraging the establishment and growth of business in this state, including the creation and retention of jobs..." While DNR administers financial programs that could have a positive, secondary impact on the economy, such as the Clean Water Fund, Green Tier and Brownfields programs, the primary purpose of those programs is generally to promote public health and protect the environment.

Please let us know if you have any questions,

Cathy Stepp
for Cathy Stepp
Secretary

cc: Kurt Thiede, DNR
Mike Bruhn, DNR
Joe Polasek, DNR
Tim Andryk, DNR

For questions about this report please contact:

EMILY CLAVETTE

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608-210.6716



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